HOME

The Boomer Home Trend We Kinda Saw Coming

HELLOO, KITSCHENS

BY SYDNEY MEISTER • PUBLISHED SEP 23, 2024

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SYDNEY MEISTER FOR PUREWOW

We probably should've seen this coming. Boomers and Gen Xers, after KonMari-ing their lives to death, are now ready to quirk up their kitchens with what forecasters are calling the "Kitschens" trend. According to Pinterest's 2024 predictions, these generations are saying goodbye to monochrome minimalism and hello to a mish-mash of thrifted finds, vintage appliances and eye-popping paint. Think: retro pink appliances, checkered decor and enough green accents to rival Emerald City.

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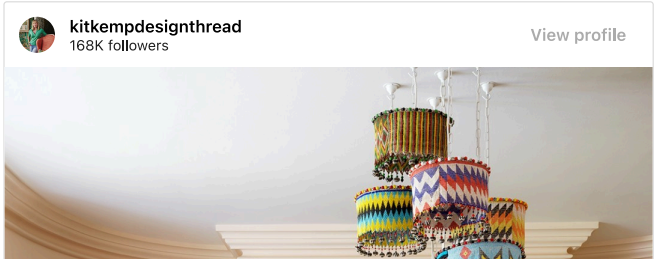

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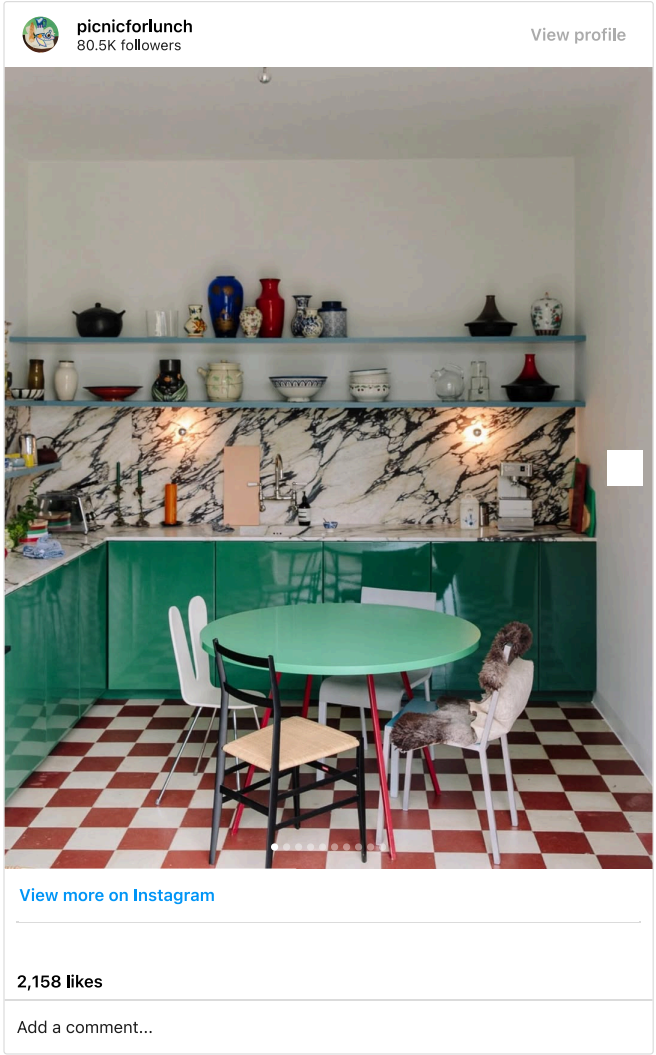
Pinterest reports searches for "kitschy kitchen" are up 75 percent, while "eccentric kitchen" has jumped a whopping 160 percent. Is this surprising? Not really. After all, these are the generations that lived through shag carpets and avocado-green appliances. Plus, unlike the sterile, all-white kitchens of recent years, Kitschens feel warm, personal and, most obviously, *fun*. They have stories to tell, mostly of days spent rummaging through garage sales and taking a hard stance against mainstream trends.



That said, while I love how a riot of color looks on the cover of *Architectural Digest*, I'd be remiss if I advised you to go all in on the Kitschen look (for your kitchen's ROI's sake alone). As with any buzzy design fad, it's best to pull just a few statement elements that give you some wiggle room when the trend inevitably goes out of style (a lesson many had to learn the hard way after cottagecore). To that end, I find that less is always more when it comes to kitchen design—you want it to feel timeless and elevated with a few trendy pops that make it stand out from the herd. So below, find four ways to incorporate Kitschen into your kitchen like a designer would.

1. Checkered Decor

If there's one pattern that's a must-have for this look, it's checkers. It's perfect if you're not ready to commit to a full-on checkerboard floor or backsplash, where a touch of checkered decor—like the whimsical teapot and matching mugs above—captures a kitschy vibe while keeping things polished. You can go bold with black and white or choose softer, pastel hues for a more subtle effect. Not to mention that there's a slew of decor to choose from, including checkered teapots, napkins, frames—even window treatments.

SHOP CHECKERED DECOR

- MacKenzie-Childs Rosy Check Enamel Tea Kettle ($149)
- Anthropologie Checkered Stoneware Mug ($16)
- UO Home Decal Utensil Holder ($39)

2. Sleek, Lacquered Furniture

Sleek, lacquered furniture in bold colors—like the glossy orange chairs in this space—captures the essence of Kitschens while giving it an elevated twist. You want to pair streamlined silhouettes with high-gloss colors, so you nod to kitschy design but end up with a modern, refined finish that prevents the color from overwhelming the space. I'm talking gleaming chairs in hues like tangerine or emerald green, letting them serve as a striking focal point.

SHOP LACQUERED FURNITURE

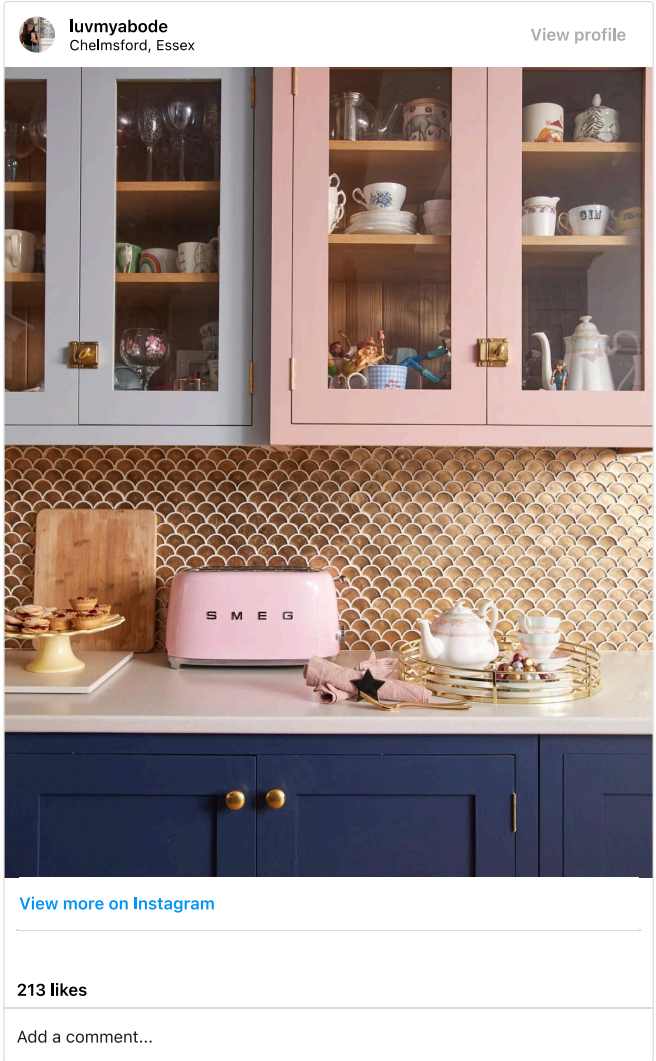
- Hkloerswe Armless Chair ($1,002)
- Anthropologie Stella Dining Chair ($268)
- Blu Dot Decade Chair ($150)

3. Eclectic Lighting

Lighting is the unsung hero of this trend that ties everything together—and the scalloped-edge green pendant lamp above nails it. It's the perfect blend of retro charm and high-end flair, adding a playful pop of color without overshadowing the rest of the decor. You want lighting that feels like a statement piece—something that nods to vintage design yet has a whimsical edge. Think: bold colors, unique shapes and unexpected finishes.

SHOP ECLECTIC LIGHTING

- UO Home Scallop Lamp Shade ($59)
- West Elm x PBK Striped Ceramic Flushmount ($249)
- SIN Lunar Pendant ($428)



4. Candy-Colored Appliances

Finally, nothing says "kitschen" quite like candy-colored appliances. The setup above nails it with a pastel pink Smeg toaster that echoes what this look is all about—bringing in retro-inspired hues like baby blue, mint green or blush pink in small ways. To that end, you want to keep the surrounding elements, like cabinets and countertops, in neutral or complementary tones so the appliance remains the focal point without clashing.

SHOP CANDY-COLORED APPLIANCES

- SMEG 2-Slice Toaster ($200)
- Beautiful by Drew Barrymore Electric Kettle ($30)
- KitchenAid Artisan Series Stand Mixer ($450)