

press release

This decor collection focuses on metal accents, dark tobacco, and light earth tones

Schattdector presents Caravan Selection 23/24

Launch of the Caravan Selection 23/24

In April 2023, we successfully launched our new Schattdector Caravan Selection 23/24. With this selection of decors, which is developed annually as a result of our trend research and forecasts, we address manufacturers in the international caravaning industry and focus on their different target groups.

Decor world 2023/24: ATMOSPHERIC

This year's ATMOSPHERIC decor world also supports the industry with design recommendations that match what different types of people want from the interior design of their motorhome or caravan. After all, travel experiences are as individual as the demand's travelers place on their rolling home: ATMOSPHERIC's colors and materials explicitly meet the consumer desire for comfort, aesthetics, and a touch of luxury. Metal effects complement the color and material scheme of predominantly dark, elegant woods and lighter clay tones.

The current color palette of our Schattdector Caravan Selection

The ATMOSPHERIC color palette reflects the enchanting light of the waxing and waning day into the interior of the motorhome or caravan. It tells of the atmosphere felt while traveling. Pleasurable moments, sensory impressions, and inspiring encounters come together to form an overall image that you can still pull out years later like a photo album.

Travel experiences are most memorable when they are bathed in Instagram-worthy light. For this reason, Caravan Selection 23/24 gives space to two poetic moods. Dietmar Höglmeier, Sales Key-Account Manager Caravan I RV Industry, explains: "Our color palette this year pays tribute to both the magic of the early morning hour and the opulence of the approaching dusk. Its color spectrum opens with flattering, sandy-gray tones and culminates in rich earth, clay and tobacco hues."