



2023

Design Trends for Windows and Doors

Bring the latest design trends to life for your clients with Pella® windows and doors.



A PARTNER YOU CAN TRUST

To help you serve your customers better, Pella is always keeping an eye on the trends. Our dedicated team of interior design, architecture, innovation and product experts spend countless hours analyzing market trends, speaking at industry-leading events and more.

Pella is here to support you throughout the entire process from quoting through final punch list and beyond. With products, materials and resources for almost every home and budget, Pella's product portfolio and team of architectural experts helps your client select products that bring their vision to life.

Contact your local showroom or Pella distributor to quote your next project today.



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Single-Color Spaces

PRO TIPS

- Showcase high-quality craftsmanship with detailed millwork and window trim.
- Arched windows and doors add symmetry, flow and stability to a modern design.
- Custom grille patterns create a look perfect for every project's architectural style.

01 MODERN TRADITIONAL

Reinventing Classics with a Modern Twist

The shift of traditional design mixing with modern elements to create a timeless space.

CREATE THIS STYLE*

Product Lines

Pella® Reserve™
Pella Lifestyle
Series

Window & Door Styles

Double-hung windows
Arch windows and doors
Circle windows
Dutch doors

Features & Options

Traditional grille pattern
Ogee grille profiles
Rich wood finishes
Rolscreen® and Integrated Rolscreen
Period inspired hardware



*Product styles, features and options vary by product line. See local Pella representative for details.



PRO TIPS

- Create the steel window look with black wood or fiberglass windows.
- Connect a space to the outdoors and bring in an abundance of light with floor-to-ceiling windows with narrow sightlines.
- Finishes like matte black and satin brass meet contemporary standards and distressed finishes like nickel and bronze embrace the more raw elements of industrial spaces.

02 WARM INDUSTRIAL

Create an Inviting Space with Commercial Design Elements

Well-loved industrial materials such as steel, concrete, brick and wood are mixed with warm colors, and luxe materials such as velvet and leather to create a moody yet inviting space.



CREATE THIS STYLE*

Product Lines

Pella® Impervia®
Pella Reserve™ - Contemporary
Pella Reserve - Traditional

Window Styles

Monumental-hung windows
Fixed windows

Features & Options

Traditional grille pattern
Expansive glass
Dark wood tones
Matte Black, Satin Brass, Distressed Nickel
or Distressed Bronze hardware

*Product styles, features and options vary by product line. See local Pella representative for details.

PRO TIPS

- Color-matched hardware blends seamlessly with the window and a project's design.
- Natural wood window finishes warm up a space and seamlessly connect nature and natural elements throughout.
- Create better sightlines and let light pour in by storing your screens.

03 CONTEMPORARY NEUTRAL DESIGN

Simple & Serene Spaces

Create a peaceful and beautiful space for your clients with an evolution of minimalist Scandinavian design — a lot of neutral textures and natural woods.

CREATE THIS STYLE*

Product Lines

Pella® Reserve™ – Traditional
Pella Lifestyle Series
Pella 250 Series

Window Styles

Any style

Features & Options

Light and natural wood finishes
Cross grille pattern
Equally divided grille pattern
Traditional grille pattern
Hidden Screen
Rolscreen® and Integrated Rolscreen

*Product styles, features and options vary by product line. See local Pella representative for details.



Designer: Leanne Ford Interiors



PRO TIPS

- Help your clients plan for changing abilities and ease of operation, consider height of windows and low-profile door thresholds.
- The design combination of our Easy-Slide Operator paired with our accessibility lock lever keeps operational forces during the lock/unlock and open/close motion under five pounds.
- Sound control glass can help reduce noise inside a home for those sensitive to noise.

04 INCLUSIVE DESIGN

Designing Healthy & Beautiful Spaces with Intention & Inclusivity

Human centric design concentrated on how people use and care for a space as well as its aesthetic.

CREATE THIS STYLE*

Product Lines

- Pella® Impervia®
- Pella 250 Series
- Pella Reserve™
- Pella Lifestyle Series

Window & Door Styles

- Multi-slide or bifold patio door
- Multi-slide or bifold windows
- Sliding patio door
- Casement windows
- Awning windows

Features & Options

- Low-profile sill
- Easy-Slide Operator window hardware
- Sound control glass
- Motorized blinds and shades

*Product styles, features and options vary by product line. See local Pella representative for details.

PRO TIPS

- Maximize light in an entryway by using a hinged patio door with more glass as an entry door.
- Floor-to-ceiling windows with expansive glass can make a simple, but impactful design feature.
- Leverage transom or clerestory windows to fill a room with light while maximizing privacy.

05 SINGULAR MATERIALS

Less is More

Celebrating minimalism through refined use of materials including tile, wood paneling or glass, and light to show less is truly more.



Photographer: Linea Photo



CREATE THIS STYLE*

Product Lines

- Pella® Reserve™
- Pella Impervia®
- Pella Lifestyle Series

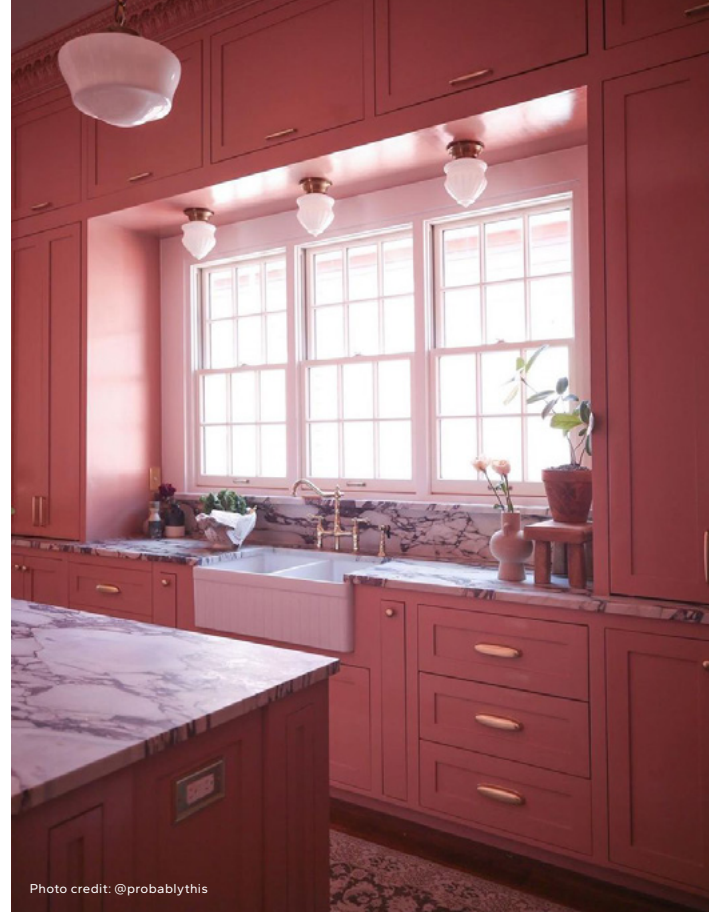
Window Styles

- Wood glass front doors
- Transom windows
- Floor-to-ceiling windows

Features & Options

- Expansive glass
- No grilles
- Color-matched hardware

*Product styles, features and options vary by product line. See local Pella representative for details.



PRO TIPS

- Matching window finish, hardware, grilles, trim and wall color creates a seamless look.
- Wood windows offer the most advanced color palettes and variety of all window materials.
- Exterior monochromatic color schemes such as black creates a bold yet classic appearance.
- Gather inspiration for your project with 2023 Color of the Year.



Sherwin-Williams
Redend Point SW 9081
Color of the Year



Sherwin-Williams
Roycroft Rose SW 0034
Shown left



06 MONOCHROMATIC COLOR SCHEMES

Single-Color Spaces

Create an uninterrupted flow in the vibe of your choosing with matching interior and exterior finishes.

CREATE THIS STYLE*

Product Lines

Pella® Reserve™

Pella Lifestyle Series

Window Styles

Any style

Features & Options

Color-matched hardware

Color-matched grilles

Window trim profiles

*Product styles, features and options vary by product line. See local Pella representative for details.



Dive deeper into 2023
design trends at pella.com

