'Quiet Luxury' Trend Drives Demand for Made-to-Order Modular Sofas, DreamSofa Reports


Dreamsofa's Custom Sectional Couches are Trending

BEVERLY HILLS, CA, UNITED STATES, September 17, 2026 / EINPresswire.com/ -- The design movement often described as "quiet luxury" — understated materials, restrained silhouettes and quality signaled through craftsmanship rather than branding — is increasing demand for made-to-order modular sofas among minimalist designers, according to DreamSofa, a Los Angeles–based custom furniture manufacturer. The company says interior designers working in that idiom are more frequently specifying custom seating because standard pieces struggle to deliver the exact proportion and clean detailing the aesthetic requires.

Quiet luxury, as applied to interiors, generally favors natural and tactile materials, careful proportion, an absence of visible logos or ornament, and pieces intended to last rather than to make a seasonal statement. DreamSofa says this "buy once, keep it" ethos is difficult to satisfy with mass-produced furniture, which is typically manufactured to a limited set of stock dimensions and often relies on visible hardware or bulky detailing that a restrained interior is designed to avoid. Designers pursuing the look, the company says, are drawn to furniture that can be sized precisely to a room and finished without the elements that read as generic or disposable.

Several features of custom modular seating map onto those priorities, according to DreamSofa. Its FlexForm sizing manufactures each piece to the inch, allowing a sofa to hold an exact proportion against a wall or within an open-plan zone rather than approximating it. Its DreamModular seating connects without tools and without exposed brackets, preserving the uninterrupted lines a minimalist scheme depends on. The company's textile range runs to more than 250 fabrics, described as PFAS-free and low-VOC and including materials such as bouclé

and performance weaves that suit an interior built around material honesty rather than pattern or color. Designers can specify and preview exact configurations using DreamStudio, the company's 3D and augmented-reality configurator.

"Quiet luxury is really a demand for precision and restraint, and those are hard to buy off a shelf," a DreamSofa spokesperson said. "A minimalist room has nowhere to hide a proportion that is slightly off or a piece of visible hardware that does not belong. When there is very little in a space, the few things in it have to be exactly right. That is what pushes designers toward specifying rather than buying standard."

The aesthetic's emphasis on longevity connects to a further part of DreamSofa's offering. Quiet luxury positions durability and timelessness as values in themselves, in deliberate contrast to fast, trend-driven consumption. The company builds on kiln-dried solid wood frames using FSC-certified timber and backs its pieces with a lifetime frame warranty. Its DesignXChange program allows covers and inserts to be swapped as an interior evolves, so the structural piece endures while its surface can change — an arrangement the company frames as consistent with the movement's resistance to disposability. Rather than replacing a sofa to refresh a room, a cover or insert can be changed while the frame beneath remains.

DreamSofa is careful not to overstate the case. "Quiet luxury" is also a marketing label, applied liberally across the interiors market, and the company acknowledges that not every minimalist project requires or justifies custom furniture; a well-chosen standard piece can serve a restrained scheme perfectly well. The approach also does not save money. Restraint in appearance is not restraint in cost — custom manufacturing and natural, higher-grade materials generally carry a higher price and a longer lead time than mass-market alternatives, and the company says designers specifying for the look are typically doing so because fit, materials and longevity are the priority, not because it is the cheaper route. DreamSofa's custom pieces start at approximately $2,500, and production runs about three to five weeks.

The company situates the trend within a broader change in what higher-end furniture buyers are asking for: a move away from "statement" pieces chosen for visual impact toward "specification" pieces chosen for how precisely they fit a considered interior. Designers specifying seating directly — sizing it to a drawing and detailing its materials — is, DreamSofa says, part of the same shift driving demand for made-to-order modular work more generally.

"The clients drawn to this aesthetic are usually thinking in terms of years, not seasons," the spokesperson said. "They would rather commission one piece that is proportioned and built correctly and keep it for a decade than cycle through several. Custom modular suits that mindset, because the structure lasts and the surface can be refreshed without starting over."

DreamSofa says it expects continued interest in made-to-order modular seating from designers working in restrained, materials-led interiors, while noting that demand tied to a named design trend can shift as tastes move, and that the underlying driver — a preference for precisely fitted,

durable furniture — is the more durable signal.

About DreamSofa — DreamSofa is a Los Angeles–based custom furniture manufacturer specializing in made-to-order modular sofas, sectionals and sleeper sofas built in the United States. Its customization framework, DreamCustom, lets buyers specify style, size, fabric and finishing details, with pieces manufactured to the inch through its FlexForm sizing system. The company's tools and programs include DreamStudio, a 3D and augmented-reality room configurator; DreamModular, a tool-free reconfigurable seating system; DreamSleeper, a sleeper-sofa system engineered without a conventional support bar; and DesignXChange, a program for swapping covers and inserts. Products are offered with white-glove delivery, a 100-day trial and a lifetime frame warranty. More information is available at dreamsofa.com.

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