

TREND *watch*

By Beth Anderson



Sharon Adler's knowledge of merchandising spans over 30 years, including 8 years with Associated Merchandising Corporation (AMC), the preeminent overseas sourcing and product development arm servicing the leading department stores in the U.S. and Europe. Adler spent seven years sourcing and developing product for 2 leading seasonal wholesalers, the Director of Product Development for Santa's World (Kurt Adler) and Department 56 Inc. After leaving Department 56 in 2002, Sharon joined Li Fung, the world's largest global sourcing company, as Director of Trend and Color overseeing the art department and all products of home merchandise. She attended seminars and trade shows globally and produced color and trend reports for major wholesalers and retailers in all categories of home furnishings. Sharon is currently consulting in trend, color, product development and global sourcing in the home furnishings industry.

"ICE CREAM and ice cream related items are growing in popularity ..."

At the start of 2017 what trends should we be looking for?

Two trends emerging from the trade shows are **HOUSE OF GAMES** and **SERENITY**. These two themes are polar opposites in their look and product mix.

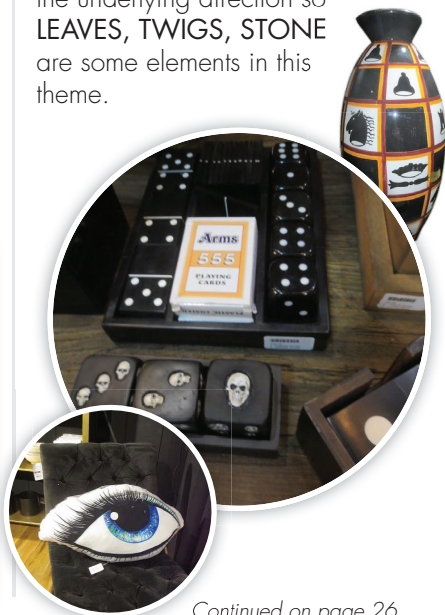
HOUSE OF GAMES a broad theme that acts as an umbrella for many categories of merchandise for a retailer.

The colors used in this concept are **BLACK**,

WHITE with touches of **RED** and or other bright colors. **GAMES** are a key component such as checkers, chess, dominoes, and card games. Icons that emerged such as playing cards with special focus on the King and Queen images. **GEOMETRIC** patterns used on a checker board and chest board or stripes and checks. Whimsical touches are added such as using the **EYE** for an icon image. Various stools that are used inside and used for additional seating when entertaining.

Small side tables are also part of the seating.

The second trend is **SERENITY**. This has elements that are simple in style using colors that are **NEUTRAL**. **WOOD** is used a lot and the mixing of shapes that lean towards modern and some vintage inspired items are mixed in. **NATURE** is the underlying direction so **LEAVES, TWIGS, STONE** are some elements in this theme.



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Swedish Dishcloths
- our exclusive designs
Bengt & Lotta socks from Sweden
Swedish stearin candles
Hinza Totes from Sweden
Unique kitchen accessories
Feel Felt of Finland
Swedish wood laminated trays
Klippan Textiles from Sweden



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new things

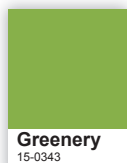
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Where is color going for 2017?

The Pantone Color Institute selected two colors for 2016 rather than just one which they have done in past years. We expect to see their influence continue into 2017. These colors are **ROSE QUARTZ** pink Pantone 13-1520 and **SERENITY** blue Pantone 15-3919, both tranquil and romantic.



The new Pantone color for 2017 was just chosen when this article was going to press

– **GREENERY**, Pantone 15-0343. An announcement on the UMAGA website will go out soon with more information. Other colors seen at the trade shows are **TEAL**, **SOFT AQUA BLUE** and **SOFT AQUA GREEN**, **LILAC**, and **PUMPKIN**. **GRAY** continues to lead as the neutral and often mix with **BLACK** and **WHITE**. But a softer palette continues to be important and a darker palette with shades of gray, black and white.



What are the finishes being used on glass, metals and ceramics?

MATTE GOLD is prevalent on metal but also used on ceramics such as dinnerware. **OILY IRIDESCENT** finishes and **OXIDIZED** finishes used on all materials such as glass and metal. **FAUX STONE** as well as **REAL STONE** like marble or **TROMPE L'OEIL** wood are used for decorative and serving pieces.



Last question, what other icons are going forward?

Again the **EYE** is used in RTW as well as home décor items such as pillows, tabletop and tee shirts. **ICE CREAM** and ice cream related items is growing in popularity and will continue into next year. This food icon is replacing the other eatable icons we have had like cupcakes, donuts and the French

macaroon. Ice Cream is the popular new eatable to be used on artwork and in various product categories as an evolving business and will continue to grow. The U.S. Post Office had ice cream postage stamps recently and this new icon was on paper napkins, dinnerware and other giftables.

Some icons that will continue in 2017 are **WORDS** and the **CACTUS**. **WORDS** are used in various art forms such as wire sculptures, on unframed artworks, throw pillows and dinnerware. The **CACTUS** is still being applied on popular price merchandise such as stationery, and sit abouts. More newness for 2017 will be shared in the article.



Images compliments of Sharon Adler. To find more information on trends and trend forward themes, contact Sharon at Sfa190@yahoo.com or 718-464-1882.

