

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.

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WHAT TRENDS WILL BE FOCUSED ON IN SUMMER 2017?

Summer will have several trends the two I am highlighting is the refreshing of MODERN MARINER. Then a fun and bright concept UNICORN, RAINBOWS & MORE... which is a trend that can continue into back to school items.

MODERN MARINER will focus on décor for indoor and outdoor living. It is a cleaner and more modern nautical way of updating this returning theme. INDIGO BLUE and WHITE are the key colorations this season compared to aqua and the other softer shades of blue used last summer.



The colors and patterns including stripes, waves and traditional nautical icons are the foundation of this theme.

UNICORN, RAINBOWS & MORE... is whimsical, colorful, and filled with fantasy images and mixing multiple icons that appeal to a variety of age groups. This theme will be on a wide range of categories and merchandise. The colors are bright and happy and the mixing of prints and patterns

and icons means nothing is out of bounds to create this look. Recently the mythical Unicorn was popularized by Starbucks in a Frappuccino and was so successful they added another fantasy drink named the Dragon. This is just one example how broad this concept has become.



THESE ARE TWO DIFFERENT DIRECTIONS IN DÉCOR. SHOULD A STORE CARRY BOTH THEMES?

It really depends on the store. Do they have the space? Who is their customer base and what categories do they cover? How much inventory investment can the retailer handle? These themes appeal to many customers and if the store could merchandise two summer themes, why not. If you can't handle two set ups why not introduce The Unicorn, Rainbows & More... a bit later in the summer and continue the look for back to school.

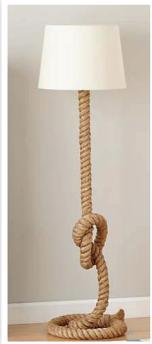
CAN YOU OUTLINE THE THEMES A BIT MORE?

MODERN MARINER colors are traditional Indigo blue and white, clean and crisp. The icons are executed with a more painterly style in the prints which gives this season's



artwork a fresh new look for the 2017 version of nautical.

Nautical icons as fish, anchors, seashells, boats, ropes, and all types of sea life including SHARKS as the new fish of the day. You'll also see the usage of ropes and knots that are chunky for trim on trays and ice buckets and furniture using boat building construction such as fish net seats or wooden framing that is used on boats as an example.



Many fish shape serving platters and cutting boards or tabletop items. Graphic patterns in a painterly style as stripes and waves in inspired by water but not exclusive to nautical but work within this theme. Categories include textiles for dining, throw pillows, all types of tabletop and décor such as wreaths, lanterns, cutting boards, and more.

UNICORNS, RAINBOWS & MORE... colors are a bright or a mid-tone bright palette. The icons are numerous and fun but not exclusive to make this theme work, many other fun graphics work with this trend and they all help make this concept optimistic and cute. The icons include the Pink



Flamingo, ice cream, Unicorns, rainbows, clouds, swans, the EYE, emoji art and Mermaids.

They are using these icons on cosmetic accessories, pins, stickers and patches, rub on tattoos, key chains, socks, jewelry, wall décor, and arts & crafts kits and greeting cards. For back

to school there are backpacks and on stationery items interpreted in "floaters" for pencil cases and journal covers or in print form school supplies as examples. This theme works well for party items which you will see at market on paper goods. For poolside the inflatable Pink Flamingo, beach towels with Mermaids or plastic ice cream shape drinkware create a fun lifestyle for outdoor living.



Emoji art continues to grow in popularity and is seen as patches, pins and stickers, iron-on patches for personalization and expression of oneself. The theme is broad and mixing in other fun products can be easily added in this theme.

Both of these themes will be at market available in a wide assortment of product to choose from. Have fun with your selection and enjoy the summer. The consumer will have fun with your offerings as well.

Look forward for sharing more trend ideas in the next Trend Watch.

