

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.

"...FUN ITEMS ARE A BOTTLE CAP OPENER THAT LOOKS LIKE WRENCHES OR PLIERS"

Now that 2017 has begun, can you review the Color of the Year from Pantone?

PANTONE is a color management system used globally to reference color for development of product for the home and fashion and printed material for publication. Since 2000, Pantone has selected a color of the year that representing the time and culture for that period. They have chosen **GREENERY** Pantone # 15-0343, a yellow green color taken from nature. It is a color that is easy to embrace and to surround yourself with furnishings as well as easy to wear. So you will be seeing this selected



Greenery
15-0343

color in fashion and home décor at market. It's a color that represents renewal, rebirth, growth, spring and again nature.

That's new for 2017, especially looking towards spring. This color family was on the radar in earlier articles, as early as 2015 and 2016. What other newness is on the horizon?

There are two theme concepts that focus on the loves in our life. For males who can be hard to buy for are the many new Men's Gift's lines at market that appeal



to Millennial Males: small emergency giftables or novelty items that address problems such as fixing a bike, mustache care, or repair of broken glasses, for examples. Some other fun items are a bottle cap opener that looks like wrenches or pliers, sneaker cleaning kits, a lamp that is designed as a vintage camera. Many of these gifts are packaged in small tins that fit into a jean pocket and can be carried with you



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so when the problems arise they are handy. Other pieces are fun home décor items like the lamp.



Another trend is **PET PROJECT's** a continuing theme around the pet but this time the product is not for the pet itself but for its owner who loves his furry family member. Really fun artwork and wording used in tabletop and home décor items for the pet owner or as a gift to the pet owner.

Are there icons we should be seeing at market?

The growth of **ICE CREAM** as an icon and classification will continue in 2017. Sweet to savory flavor bring on iconic ice cream images; ice cream cones, pops, ice cream sodas, sprinkles and whipped cream, all that looks delish. Also how



to present and add to ice cream as toppings, containers and cookbooks.

Verbiage, **WORDS**, phrases have been around for many seasons and again they will continue on in 2017. Framed artwork with saying or just a word, tabletop pieces from



the vendor **ROSANNA** with a word or phrase make great gifts. Stationery journals, greeting cards with no images but a word or two will be seen at market.



The last icon you will be "seeing" is the **EYE** or **EYES** that are used in fashion accessories and home décor items. Prada was one of the first designer houses starting this trend but it is upmarket to mass market now. It is seen on a toggle attachment for key rings or handbags, seen on mugs, children's Monster toy figures, to decorative throw pillows that have an eye. It can be interpreted in many ways such as the evil

eye or a positive symbol in religions. Currently we use it for fun and novelty and whimsy appealing to all age groups.

Enjoy market and keep an **EYE** out for newness at the Mart! More to come in April.



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.

