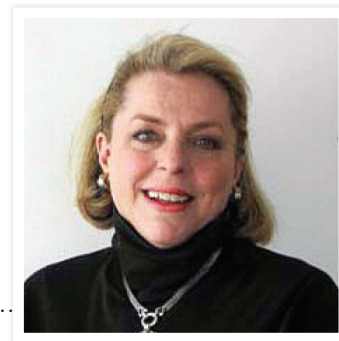


TREND watch

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.

"...chalky monochromatic colors and adding mesh and industrial grids..."

Summer is at its peak now and soon we will be addressing Back To School. What are some of the theme concepts for Back To School?

There are three theme suggestions for Back To School or Campus: GROOVY, BLAH, BLAH, BLAH, and COOL IT.

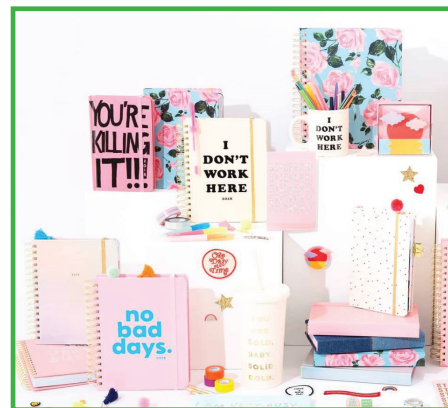
GROOVY is one of the largest concepts since RTW and it also includes interior items. You will see it in clothing with tie dye, embroidered florals, and ombre as examples. Kaleidoscope prints, dichroic décor effects with iridescent finishes, geometric prints, Op-Art and a look

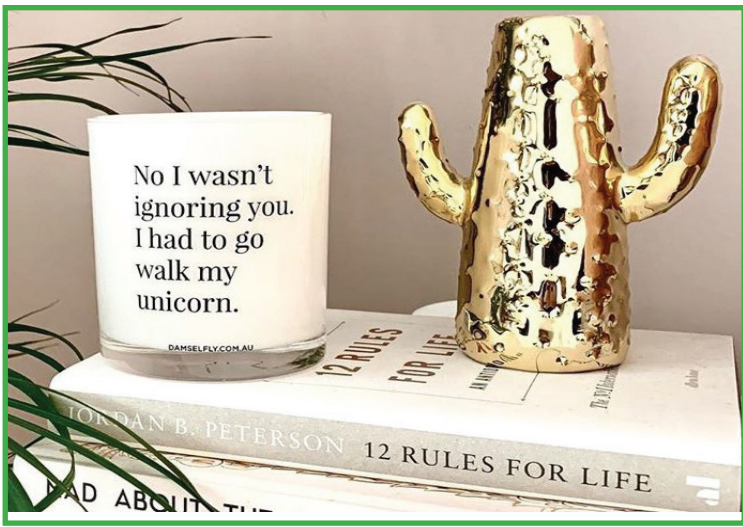
back to the 70's and 80's as influencers for product and design.

BLAH, BLAH, BLAH is the continuation of words, fonts and slogans that are important and motivational to all. Look for words that inspire and encourage

commentary for an interaction. Colors could

be monochrome and the typography large and artful. Fonts can be similar to a typewriter and again look back to the future as in Groovy. Also incoming is minimalist type and simple statements on the items. This WORD concept was seen in Europe at PaperWorld





and in the United States at many vendors across stationery and home décor products. COOL IT expresses the feeling of comfy cozy and serene, clean styling and chalky monochromatic colors adding mesh and industrial grids as a design features. This is trying to create a relaxed environment for retreating to and studying Japanese design influences by maximizing storage space. Design for the bath and set up a spa atmosphere with candles and incense.

As the retailers shop for back to school, we'll soon be in the Fall and all the Holiday events that the third and fourth quarter bring.

I will be sharing insight for Halloween, Harvest and Thanksgiving shortly. Keep returning to the Minneapolis Mart website and look for the Trend Watch updates and in the Buyers Guides. I'll soon be writing about the Fancy Food Show and all the newness in giftables in candy and snacks.

