

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.

"...mirrors are clustered as multiple pieces..."

You did an overview of two theme concepts on our April trend report on line. What other theme can you share with us going into Spring?

For a several seasons Tropical Jungle moved to Africana then focused on Asia influences and now we're seeing the African theme morph into a multi-cultural rustic folk style that you might refer to as **NATURAL RESOURCES**. This updated version of Africa now seen using the following material:

- natural fibers
- metals
- seagrass
- wool
- rattan
- leather
- bamboo
- string
- terrazzo style
- wool
- glass



It has an artesian and craft hand to the product such as macramé planters and wall hangings, knitted pillows, weaves for making throws. Greenery continues to play an important part in this theme by adding color and tranquility. Don't forget gardening accessories for plants multiplatform stands, planters, tools and new technology for self-watering solutions. It's a relax style inspired by prints and patterns from all over the global and the colors lean towards neutrals.



BOTANICAL offers another interpretation to Tropical Jungle and focuses on greenery and plants using less hot colors and fewer usage of tropical birds and animals. This theme concept offers a relax environment for wellness. The theme can be interpreted modern to heritage, juvenile to sophisticated. You could see:

- palm-ferns-tropical leaves
- William Morris Botanical prints
- maximalist or minimalist tropical patterns
- retro housewares

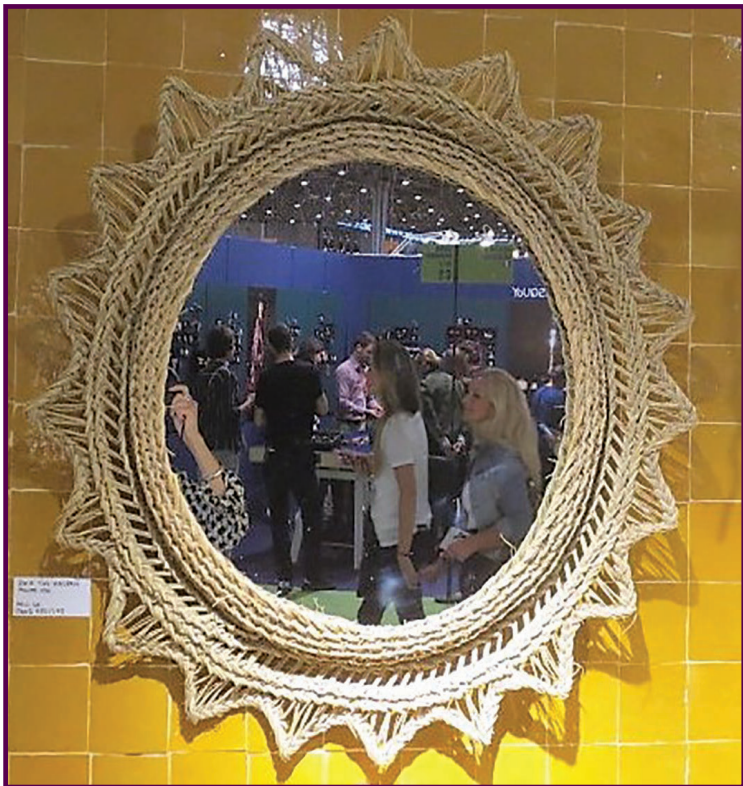
Naturally shades of green are key and scale & size of prints are important to this theme. All over leaf prints and historical floral patterns such as William Morris or other heritage florals, neoclassical and architectural style used for planters are some examples.



What other elements are being used and will go forward into the next quarter?

As a reminder an **ELEMENT** is a style that can be used in multiple trend concepts.

ROUNDness, CIRCLES, CURVACEOUS forms are seen in all categories including furniture, décor accessories and is taking over the angular geometric shapes and patterns.



Angular form is still being sold but waves and round circles are incoming and a fresh direction.

MIRRORS & CRAFT pieces for wall decor continue to grow in importance as a decorative wall accent and replacing photography or paintings. The mirrors are clustered as multiple pieces and shapes with different finishes such as ombre and tonal faded colors, aged and tarnished effects for example. **CRAFT** pieces are wall

sculptures that can be 3 dimensional, items with fringe accents, macramé or woven textile wall hanging are some of the examples.

A lot of choices and directions for the retailers at market for the Spring transition period.

More trends will be introduced in the August Buyer's Guide and keep checking the Minneapolis Gift Mart website for update articles as well. Throughout the year articles will be posted for color, trend and element news.

