

# 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.

**"...colors, concepts, and trend directions... will continue"**

## **As a follow up to your Halloween and fall web article what trends should the buyers review for the Holidays at the end of fourth quarter?**

No one can say how the Holidays will be celebrated, small family groups, Zooming or being together. Around the country people might celebrate with smaller family gatherings, less travel and gifts sent ahead of the special days.

I attended Christmas World in January in Frankfurt, Germany and it was prior to our pre-virus shut down so the colors, concepts, and trend direction were directed to a different economy and lifestyles but many of the concepts will continue:

### **THEMES**

- Nature
- Sustainability, Greenery, Woody's
- Simple & Plain
- Modern, Clean Lines, Sparse
- Happy Get Together
- Eclectic, Retro, Mixing of Print Patterns, Eras, and Textures, Created and Found Items, Surround by Comforting Memories and Objects
- Traditional Elegance Updated
- Elegant Patterns & Designs, Verbiage, Refreshed Applications Applied to Traditional Icons





### Any other suggestions to include for Holiday gift giving?

Catering your community you could need product for the Holidays of Chanukah (12/10-12/18), Kwanza (12/26-1/1), and of course Christmas (12/25) and New Year's entertaining that will be celebrated at home rather than going out this year. Don't forget your pets, it remains a huge business. Also family activities such as games, puzzles, crafting, and food for gift giving by mailing or exchanging gifts and needs for family entertainment for those who will be staying at home.

As I stated in my Halloween article pricing will be a sensitive issue for many people this year. I'm suggesting expanding your wide range of price points and displaying merchandise in these opening price points together with a curated selection starting under \$15.00-\$25.00. This is returning to a merchandising trend many Department stores used several years ago and some still do for this quarter to help the consumer to work their gift list. Look for special useful and novel items to group together at these opening price points.

### Can retailers still order items?

Since this is an unusual year, we don't know. Here are a few vendors you might want to try. See my suggested list of contacts but there are so many more vendors at the Minneapolis Mart to contact in all these categories.

*Have a wonderful holiday and let's look forward going into 2021.*



### AFRICAN AMERICAN EXPRESSIONS

[www.Black-Cards.com](http://www.Black-Cards.com)

This is a vendor who has been in business for many years and has a broad assortment of giftware including face masks, home décor, stationery items, including puzzles, throw pillows, aprons and Christmas items. Review their line on their website.

### PICKLED PINK

Artisan Crafted Foods

[www.pickledpinkfoods.com](http://www.pickledpinkfoods.com)

This company makes all types of pickle items in small batches using their family recipes: Spiced Watermelon Pickles, Honey Cinnamon Beets, Perfectly Pickled Peaches and many more tastes.

### NEW YORK PUZZLE FACTORY

[sales@newyorkpuzzlecompany.com](mailto:sales@newyorkpuzzlecompany.com)

They produce puzzles and playing cards with a wide range of topics. (AMCI - Orange 378)

### GALISON BOOKS & GAMES

[www.galison.com](http://www.galison.com)

A wide range of games, puzzles and stationery items, also specializes in kids games.

### CHEWYS

[www.chewys.com](http://www.chewys.com)

They carry Rugalach - and other pastry with nuts, fruit or chocolate - a kosher pastry for Chanukah or other Jewish holidays. It is eaten in the White House under all the Presidents going back to Carter. These are

### HARBOR SWEETS

[www.harborsweets.com](http://www.harborsweets.com)

One of their key items and a winner of the SOFIA award in the food world is their hot chocolate. They also have gift boxes of candy made in small batches.

### DICK TAYLOR CRAFT

Chocolate

[www.dicktaylorchocolate.com](http://www.dicktaylorchocolate.com)

A small vendor of Hot Chocolate and artisan candy chocolates.

### COMPAGNIE COLONIALE

Black Christmas Tea

[www.thefrenchfarm.com](http://www.thefrenchfarm.com)

