

TREND watch

By Beth Anderson



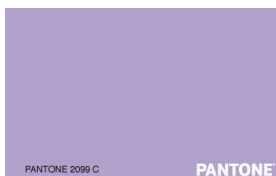
Sharon Adler's knowledge of merchandising spans over 30 years, including 8 years with Associated Merchandising Corporation (AMC), the preeminent overseas sourcing and product development arm servicing the leading department stores in the U.S. and Europe.

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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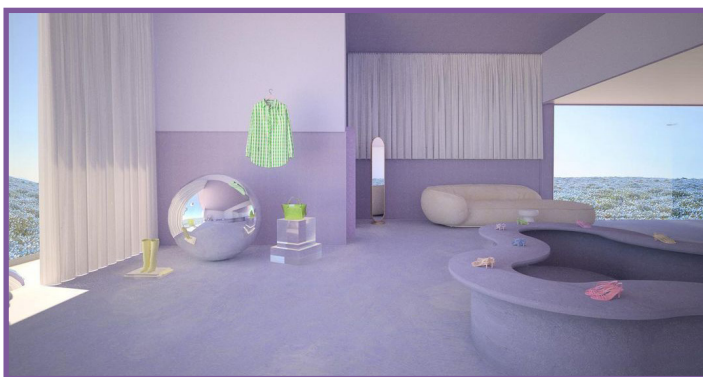
More of our lifestyle is opening up now. What should we see going forward as color, trends in pattern, material, and style?

Each year I report on the Color of the Year from Pantone a color service used by all types of industries. I also mentioned in an earlier article that other companies are also publishing color of the year such as Benjamin Moore, and other group similar to Pantone is Coloro who work with WGSN a major trend service.



WGSN and Coloro have announced their color of the year for 2021 is **DIGITAL LAVENDER.**

Their choice of this color is based on coming out of the pandemic this color represents hope, balance, optimism, and wellness. In history purples have been associated with spirituality as in crown chakra. This color has been embraced already in apparel, beauty products, and home décor. The color number in Pantone is 2099C and in Coloro is 134-67-16.



As we enter summer, what prints and direction are coming in?

Every summer we see natural materials line bamboo, wicker, hemp and rope used in home furnishing and RTW. This year it's very important as a stylistic trend. Nature and Sustainability are the two leading lifestyle trends. This trend is OUTSIDE IN with furniture used outdoors and also indoors as accent pieces in wall décor and all over RTW in fashion accessories in handbag's, shoe's, jewelry hats and more. It goes from high to low in price points. For home decor it can be the super-porch which the Wall Street Journal named all the new outdoor shelters for gathering that have become more permanent. It also blurs the indoor and outdoor entertainment areas for entertainment spaces and indoor for cocooning. Earlier articles reviewed the importance of plants, plant parents and Nature. Prints and patterns with a Nature theme will continue to be important and products made of recycled material that focus on suitability are key. Please note much of the information came from WGSN and some of the images.

Please continue to follow the Minneapolis Gift Mart website for trend direction as and Trend Watch in the Buyer's Guide at Market.

