

TREND *watch*

SEPTEMBER 2021

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.

“...jazz it up and look different at each event...”

Go OTT - Over the Top

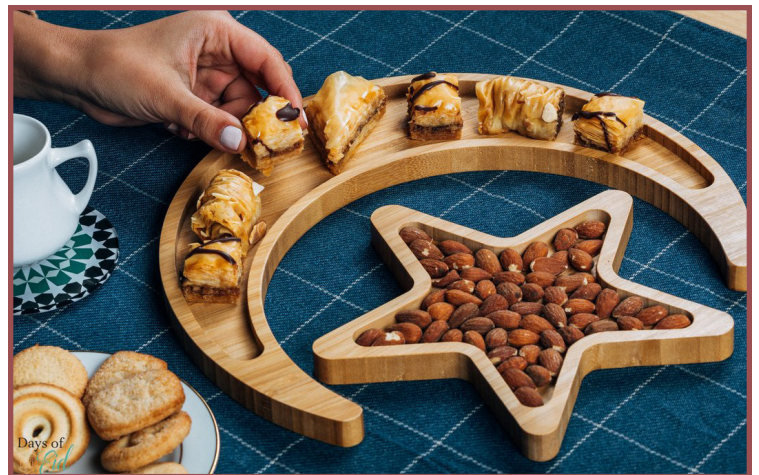
Americans spend 9 Billion dollars on Halloween which include candy that accounts for a major chunk of the spending but Costumes, Décor and Party items is showing up as a growth classification. The industry is planning that this year will be the biggest growth ever coming off last year's shut down and a few other reasons. People are starting Halloween earlier in the Fall such as Disney in Florida announcing from August thru October, they are having a Disney After Hours BOO BASH as their new Halloween event. It will get the consumer in the mood earlier this year. The other growth cause is this year Halloween is on a Sunday so there is whole weekend to party when we had to cancel events last year such as Haunted Houses, not having gatherings and or trick or treating.

We're expecting people will be getting earlier post back to school so we're suggesting you get your merchandise and Halloween out early. Both young children and parents will be attending multiple party events so additional costume, cosmetics, and accessories will be purchased by the consumer just to jazz it up and look different at each event. You might want to have a promotion of buy 1 and a percentage off a second purchase.

Also keep in mind some of the ideas and that will carry over from last year such as drive by events, parking lot trunk set ups and wrapped and safe items.

VINTAGE HALLOWEEN RERUNS

This Halloween we'll be looking back to Dracula, Frankenstein and Werewolves using vintage movies and books for gothic typeface. Typography is bold, dripping blood and monochrome illustrations. Colors are more classic with black and cream/white and deep orange, and purple.



MYTHOLOGIES

Moon Phases, Sun, Stars, Symbolic Palm Reading, Tarot Card Symbols, Owls are icons for this Lunar Cycle Halloween. Colors are Black, Midnight Blue, Purple, Metallic Gold or Silver. Velvet, Netting are the mood fabrics and textures.

MODERN HALLOWEEN

A version of Halloween that is simpler in its artwork and crafting. Would appeal to a Millennial and could work with icons for younger children. Colors would be softer and traditional to Halloween.

BEING CRAFTY & DIY STILL GROWING

Crafting and Hobbies are up 54% from July 2020 to mid-July 2021 for Adults. We see this continuing going forward. This will also translate into project kits and items that are “pre-made” for purchase but have a craft and DIY look. So it’s not just making it yourself but also items that can be purchase. One trend which we are seeing is the “granny squares” crochet design that can be seen in designer RTW and product to mass retailers. It was popular in the 70’s and re-emerges again as a major trend.

Crafts continue to grow because it’s become a solo business that has emerged while we were shut down. Jewelry, Yarn crafts, Patchwork and other hobbies such as baking and cooking have resulted in new entrepreneurs when their hobby became a business on Etsy and other outlets.

Have a good summer closing and look for Trend Watch on the Minneapolis Gift Mart site and the Buyers Guide.

