

TREND watch

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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.

“...these trends are comfortable and easy...”

What trend direction will we see this fall?

There are a few trends we're seeing that are carrying over from last year such as:

PATCHWORK & CHECK-UP continues

IKAT & TOILE De JOUY incoming

The new fashion exhibit at the Metropolitan Museum of Art in New York just opened and their first eight exhibits at the entry are based on **PATCHWORK**. How Patchwork is part of clothing and home décor for centuries and is part of a revival. You will see patchwork in product as well as how Gen Z are dressing themselves by mixing prints, textures and colors in their selection of garments they wear so they are a walking patchwork of patterns.

For example, a checker hat, paisley shirt, stripes stocking and nothing co-ordinates the look, not pattern or color, it seems that if the wearer likes the item they will just wear it and how they put it together makes this a unique one of a kind outfit. This is now holding true in-home décor. It started with surrounding yourself in your home environment with items that comforted you during the lock down of the pandemic. So mixing periods of an item, colors and textures together it was the start of Cottagecore and Newstolgie and will continue going forward.

CHECK-UP is the usage of pattern check prints and gingham seen in home furnishings and RTW. Gingham was a fabric for summer but now seen all year and used more in home items. CHECKS are used in all areas of home from Christmas items, tabletop, into every category and it's another continuing trend. Christmas ribbon trim in black and white checks are seen in many showrooms. Clothing and tabletop both use checks as their pattern.



Incoming again for an update to the global style is the return of **IKAT** patterns and **TOILE DE JOUY**. These prints can be mixed within each of their styles easily and are good accents in pillows and fabric items. Toile De Jouy comes and goes out of style now we're seeing it return again in all parts of fabric and wallpaper.

Why are we seeing continuation of trends from 2019 into 2021 to 2022?

Having attended trade shows little newness could be introduced due to delivery limitations, lack of travel overseas for development and hard to get delivery of new inventory. But these trends are comfortable and easy to live with so the consumer is open to continuing the look.

Any thoughts on last minute gift ideas?

Puzzles are still a major category as a family gift item. I written about them many times and the classification dollars sold continue to grow in the toy industry. Some of the new puzzles are based on a smaller size and can be completed in an hour. There themes are horoscopes, fast food icons, and one major puzzle company has an Advent gift box. For puzzles Areaware, Piecework, K.A Studio Galson, New York Puzzle Company

CANDY is always a good family gift. A new chocolate company with Miss Maude's introduced a handmade bar of chocolate with various fillings that are a bit different. They're just entering the market. Another fun chocolatier is COCO, The Art of Chocolate, a Chocolatier who develop their version of the melting SNOWBALL with marshmallows inside to create a decadent hot chocolate drink and a Christmas cracker with toys and chocolate inside.

CRAFTS and related product to crafting which is broader than sewing, knitting includes baking and cooking and plant parenting. Graphic Image has a line of leather bound gift books Julia Child, Joy of Cooking, and other novelty books elevated based on the interesting topics and keepsake binding. For knitting kits, contact Loopy Mango at 845 765-2476.

CHRISTMAS ORNAMENTS conversational ornaments for a Gen Z customer. These are not Santa but other icons of in the news and lifestyle topics. Glass blown ornaments such as Joe Biden, Iris Arpel, RuPaul, Trump, and Botox Needle, a stick of Butter and a loaf of Bread (these two items are number 1 in the line) vendor is Cody Foster & Co.

More to come in a few weeks. Have a Happy Halloween!

