

TREND watch

By Beth Anderson

APRIL 2020



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.

"The public's mood is upbeat and they are breaking out ..."

We're in Spring now and buying new merchandise to brighten our assortments and as I go to market it also confirms trend forecasts. I thought I would do a short review what I am seeing and reading about.

We had the Pantone color of the year announcement in the last Buyer's Guide issue. The color was **VERY PERI** a lavender blue shade. **WHITE** continues to be strong in shelter magazines and websites in home décor. The consumer is voting with their pocketbook by investing in color of their big ticket purchases such as a sofa or chairs in furnishing an all-white room or shades of natural. It's a blank slate to add color.

At the shows and at retail for Spring, **TUTTI FRUITI COLORS** are used in fashion accessories and in décor. Last year's spring colors were autumn and not happy and fun in comparison. The public's mood is upbeat and they are breaking out in bright **TUTTI FRUITI COLORS**.

For patterns and icons, **DOTS** are incoming and especially seen in RTW and will move most likely into home. Dots in black on white and the reverse tend to be whimsical and fun. The **SMILEY FACE** icon turned 50 and is still going strong. At retail you can build an event for Smiley Face with product and party for this 50th anniversary.



CELESTRIAL/MYSTICAL is a direction that has been important for a few quarters and is still going forward with horoscopes icons, Tarot cards, and healing spiritually.

In fabrication, **RAFFIA** continues to grow in importance and is perfect summer material used in home decorative items and fashion accessories. It's easy to carry and light weight, takes color well, not expensive as a craft or in a finished product.

Our **PET PARENTS** continues to grow and the giftware industry continues to introduce new items for them.

I was informed at the Coterie Show which is a trade show for boutique stores. The vendors sell to many gift shops their **FASHION ACCESSORIES** which include jewelry, totes, handbags, scarfs, and socks. I have included some images from the New York Coterie show that was held in February including a camera case handbag that comes with three shoulder straps so it goes from day to night.

A colorful group of small cross bodies that carry cards, phone money for shopping or clubbing and totes that you turn inside out for two colorways which have sold well in gift stores. Beaded evening bags that have a chain for wearing on the shoulder or clutch and images are cute and novelty driven such as money, or a martini.

There will be more to come with regular updates on trends that will be posted on the Minneapolis Mart's website and an article in the upcoming August Buyer's Guide.

