

TREND watch

By Beth Anderson

MARCH 2023



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.

"...pickleball items, needlepoint pillows with fun quotes, backgammon ..."

We're coming into Spring gifting season starting with Easter and Passover then into Mother's Day, Father's Day and then decorating for Spring.

In UMAGA's March Buyer's Guide, the TREND WATCH article I wrote the consumer is wanting more mileage in their purchases so they can be used on multiple occasions when giving gifts and the receiver could use it throughout spring and summer.

Starting with Easter, can you give some suggestions?

Style trends for Easter was covered in March. Here are a few vendors of Easter food treats who stand out.

CHOCOLATE MOONSHINE is a vendor who uses Belgium chocolate to create Truffle log bars with a creamy ganache center that they hand paint with cocoa butter, and they come in 45 flavors. A few examples of the flavors Chocolate Cheesecake, Piña colada, Barrel Aged Whiskey, Mojito and many more flavors. They are packaged as two logs or four logs. They also sell wrap caramels in an acetate tube.

www.ChocolateMoonshine.com

RAAKA has two blue robins' chocolate eggs in a gift package. They are vegan, gluten free, Kosher



and USDA organic. They are all hand made in small batches produce in Brooklyn, NY. They also produce several candy bars made for the Easter season as well. www.Raakachocolate.com

SEATTLE CHOCOLATE is known for their beautiful artwork and being a premium chocolate candy bars and assorted indivual wrapped truffles that come in gift bags and gift boxes.

www.seattlechocolate.com

CHEWYS makes two items that are produced in many flavors for a consumer that is Kosher, and they are delicious. They are rugelach and hamantaschen originally from Eastern Europe that are pastries filled with many different fillings to choose from jelly's, chocolate, or cinnamon/walnut. Their claim to fame is it's served at the White House for years going back to Bill Clinton, Ronald Reagan, and have been praised by many chefs including Julia Child who have sent Chewys many letters of praise about these pastries. It's still served at the White House and carried thru out the U.S. unbranded. You might want to carry these cookie size pastries for your customers.

www.chewys.com

FINE & RAW Chocolate has been a producer of private label chocolate bars for Ralph Lauren for many years. Their in-house artwork is contemporary, and their chocolate is organic and premium quality. They produce their items in Brooklyn where they are located, and they expanded to hazelnut butter spreads as well.

www.fineandraw.com

Please give us some Mother's Day and Father's Day gift ideas.

Keep in mind that these are a few suggestions and many more are at the Minneapolis Mart.

Mother's Day and Father's Day have a wide range of categories for gifting such as pickleball items, needlepoint pillows with fun quotes, backgammon, ping/pong paddles that are now



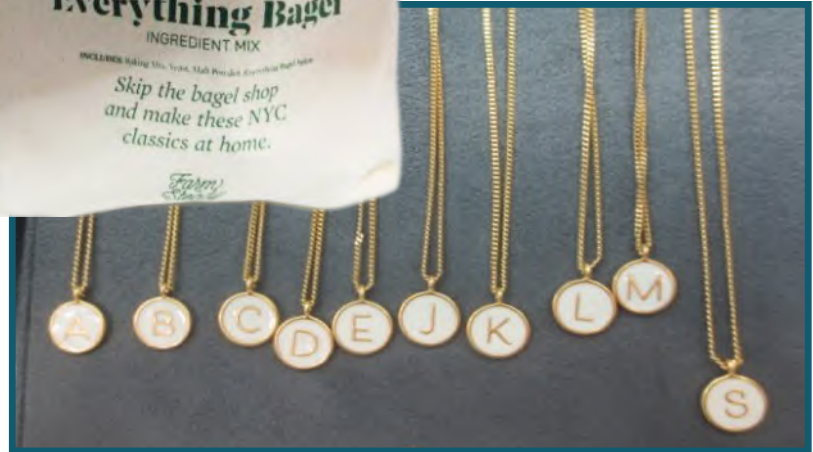
made of leucite upgrading these games. Pickleball is popular, board games and puzzles continue to bring the family together. Fashion accessories such as jazzy handbags that look like pave stones that would be worn for evening or now, they wear them with denim. Easter "bonnet" hats that can be worn all spring and summer and to a special event or again with denim. A line of bread and deserts in a gift bag that contain the ingredients and instructions for the gourmet in the family who enjoys baking and cooking as a hobby by **FARMSTEADY**.

For Father's Day / Mother's Day there are special accessories using authentic baseball uniforms that have been repurpose and made in wallets, key fobs, and watches. Limited production and a great gift for a sports person by **TOKENS & ICONS**.

There is a relaunch line from 1980's novelty sweaters that are unisex from the vendor Current/Elliott based on lifestyle interests including golfing, tennis, music and many more themes.

A line of tops starting with the statement **HAPPINESS IS...** where you select the remark that relates to the gift receiver and what makes them happy.

There is an emerging trend in fashion accessories and clothing that was introduced in 1988 created in Japanese fabric and made famous by designer Issey Miyake. It's includes pleat fabrics that are easy care for, travel with and require no drycleaning but can be hand washed, They can also stay wrinkle-free when packed in a suitcase. This trend now being used in fashion accessories like scarfs, lightweight jackets, vests, totes, jewelry, and handbags that would be perfect gifts for Easter and Mother's Day. This fabric looks wonderful in all colors and are lightweight and easy to wear.



Scallop edging is a design accent we're seeing at market and used as an edging on picture frames that are available in many colors but also in fashion accessories and home décor in placemats.

These are a few ideas for start of spring. As the seasons change, I'll be writing article for the Buyer's Guide as well at Mart's website so look for more updates on trends, color direction and themes. This is just the start to spring gifting.

Happy Easter/Passover, Mother's and Father Day and the celebration of the incoming of spring. Happy holidays to you all!

