



TREND

watch

By Sharon Adler
Edited by Bethany Mavronicles

JANUARY 2024

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.

PEACH FUZZ (Pantone #13-1023) is Pantone's 2024 Color of the Year.

This color will begin to appear in many product categories. Since it is being seen in Europe at trade shows, you will also see more products in various terracotta and chocolate hues. These two tones look beautiful when paired with Peach Fuzz.



In place of the red that was Valentino's signature color, the ready-to-wear designer created a special hot pink color called Pink PP in collaboration with Pantone. The vibrant tone was dominant in his current collections.

PINK is still an important color in a post-Barbie season. You'll see it on tabletops, in décor, fashion accessories, and ready-to-wear clothing. Shades of pink will continue to dominate in 2024.





What we are seeing at shows is the quiet rise of BLUE tones. Blue is the world's most popular color as it appears in the sky and water. Blue is a color family that gives us the feeling of peace and calm. It is an aid to relaxation and promotes mental clarity. We've seen it return in blue and white Asian décor items and whole rooms being decorated in blue and white, which is both classic and traditional.

Blue also shows up in technology. Using a crisp blue color with white has been seen in the Retro Blue and white being used by Apple. Cobalt Blue is also used in outdoor activities, like swimming and outdoor games. Men's wear and Women's ready-to-wear swimsuits and activewear are being designed in Navy and Sky Blue.



Moving on from color, these are some of the trends that will be carrying over into the new year. Gifts & Decorative Accessories Magazine came out with their annual survey of all the giftware categories retailers could purchase and what are the buying trends for this coming year.

It has been noted that the trend to focus on Millennials will slow down a bit since Gen Z is the new buying group to focus on since entering the workforce. They have the buying power and are shopping for trendy items to cater to their lifestyle.



PETS are still a growth category for volume with purchases for sleeping beds, clothing, toys, travel totes, and more. Pet parents will continue to spend on birthday events and outfits for dressing up their furry kids.

For upcoming celebrations like Valentine's Day, Easter, and Mother's Day, you will see products with a retro feel using the stylized daisy motif from the 60s and 70s. This trend includes retro classic cocktail designs, shapes of glass for those drinks, and mini umbrellas in those glasses.



There will be geometric prints, vintage soft florals, and the prints and shapes of fruit such as strawberries, lemons, and others. The strawberry shape will stand in for the heart shape for Valentine's Day and will carry over into Spring.

Another continuing trend in giftware are coastal icons such as fish, rope knots, seashells, and marine life.

I look forward to writing about trends for you this New Year. Enjoy the market and look for TREND WATCH on the Minneapolis Gift Mart website.