

# Trends OVERVIEW



◀ **Blanket** from Classic Home



**Lamp** from PALECEK ▶

## More Than a FEELING

Texture emerges as a key factor in today's fashion and furnishings.

**T**extures have always played a role in home design, fashion and even in nature, but today texture is more prominent than ever before. From ceramics with grooves, rough surfaces or embossing to pillows with metal rivets and over-size cable knits, textures today are more exaggerated to provide a tactile experience paired with visual interest. And it invites users to both look and touch, creating more of a relationship between the user and the object.

"Texture has absolutely become much more prominent with the love affair that Americans are having with authentic materials and natural, handmade beauty," says In-Detail's Georgina Weddell. "We are seeing texture define an item."

As an example, she offers a highly textured rug on a hard wooden floor.

"That's a very effective way to add warmth and depth to a subtle room."

Part of the current attraction to textures comes from the trend of rediscovering handmade, hand-forged and hand-carved items that are rich in detail.

"The processes and art forms are the

very thing creating textured products that are trending right now," she says. "It is exciting to bring an item into your home that has integrity."

Textures play a role in making furnishings and décor seem more inviting, and part of that is because they balance out the stronger, more transitional, trends in furniture.

"Clean lines cry out for the relief of a textured accent," Weddell says. "I think about the beautiful workmanship of hand-loomed undyed wool in a pillow or rug, or a zinc-covered table top on an incredible wood base. These are the kinds of things that add texture and make people want to settle in – and maybe even touch the item."

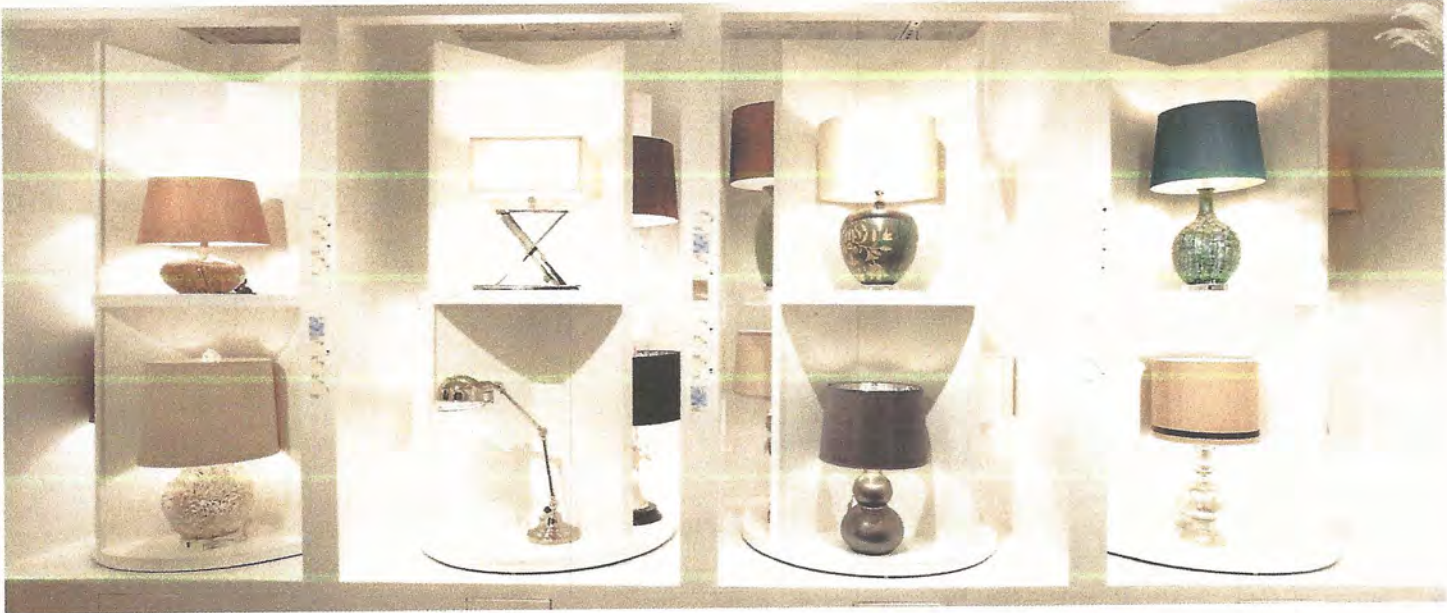
In response to the current fascination with texture, showrooms and manufacturers are offering endless ways to mix different textures.

"For example, in our showroom, we have a plush jute rug with hand-dyed detail on it, mixed with very clean linen upholstery furniture," Weddell says. "We have pillows constructed of tiny loops of



▲ **Pillow** from Pom Pom, CODARUS

leather, and some that are embroidered. This is all pulled together with a hand-carved mirror and a coffee table that is literally made out of a giant chain. It's all very simple, but when it's combined, it is interesting and loaded with texture."



Wall of lamps at Cyan Design.

#### LIGHT SHOW

Lamps can be difficult to display, but Cyan Design has created a unique and effective solution, employing a "lazy Susan" type of ingenuity. Each set of rotating shelves holds nine lamps and

can be turned so that each lamp can be viewed fully.

"From a practical standpoint, this is one that just works," says Williams. "If you have a lot of lamps, you don't want to just line them up – you want each one

to be able to be viewed individually so it can have its own moment. This display gives them that chance."

She suggests that a similar approach could be used for items including accessories, vases or even dinnerware. **IS**

## WHAT'S YOUR PROBLEM? A look at three common display mishaps

SOMETIMES, THE DIFFERENCE BETWEEN a display that works and one that doesn't is a very fine line. The good news is, oftentimes simple adjustments can give a display the effect that you're looking for. Here are three common display problems – and how to fix them – according to Dallas Market Center's Visual Director, Amber Williams.

**PROBLEM:** Lack of focus.

**SYMPTOMS:** Too many items or "voices" make the display look unplanned and "all over the map." As a result, products get lost in the shuffle and customers aren't sure what they're looking at.

**SOLUTION:** Find a focal point for each display and remember that the focal point should always be product. "Sometimes people try to do too much, and when they overdo it, there's no place for the eye to go. Give them something to focus on and build the display around that.

**PROBLEM:** Not having a color scheme or story.

**SYMPTOMS:** Competing colors demand too much attention and, much as with the issue of a focal point, can confuse the customer's eye.

**SOLUTION:** Develop a color scheme for every display – and stick with it. "Color is a wonderful way to organize product. It's very effective to use several objects of the same color, and instead of them getting lost, they're emphasized."

**PROBLEM:** Inadequate lighting.

**SYMPTOMS:** Objects are difficult to see, or bright, shiny merchandise may reflect the store's lighting.

**SOLUTION:** Don't rely on the store's track lighting; treat displays individually and light each one separately. "It's important to put light on what you want customers to see," Williams says. "If your customer can't see it, they won't buy it." Dark or dimly lit spaces are fine – but only if they are intentional and are designed to create a mood. – *CB*

# GRAPHIC PRINTS Make a Bold Comeback

After a few years dominated by earthy neutral tones like creams, whites, grays and burlap, bold graphic prints in bright colors are making a splash on the scene.

"These bold prints mix well with those subdued colors and create a fun, whimsical statement," says J. Mackie's Amber Graves. "We are seeing day-glo bright colors coming back, both in fashion and for the home."

That means that anything bright is going to take center stage right now, led by colors such as orange, lime or apple green, fuchsia and turquoise. They're dominating in bold patterns that are often geometric, and showing up in every room in the house.

"We're seeing it primarily as accent pieces right now – vases, throw pillows and rugs, things like that," says Graves. "Sometimes, if customers aren't too scared, they'll do a couple of chairs in a fun color or print just as an accent for the room."

As the trend evolves and customers get more comfortable with it, the bright-colored prints are becoming more sophisticated. A current popular item at J. Mackie is a chair in a vintage print, but with fresh, bright, contemporary colors. Graves says the juxtaposition of vintage with the contemporary appeal of these bright colors is an effective one.

"It makes people happy to see the color, and how it just pops," Graves says.



Chair from CR Laine, J Mackie; trash can from World's Away, Ivy Stone; foot stool from Port 68, In-Detail ▶



▲ Bernhardt Sofa from Gorrod Gallery



◀ Flag foot stool from GoHome; herring bone dishware from One Hundred 80 Degrees, Goetz



# AMERICANA Theme Gets a Modern Makeover

Patriotism never goes out of style, and today's trends are embracing it. Rekindling their passion with all things American, designers have given Old Glory a makeover that fits with today's times. Variations of the flag's iconic look are reflected in the way it's sported on the fashion runway and displayed on furnishings and accessories.

And it's not just the flag that is enjoying renewed popularity; as a whole, the Americana theme has found a completely new audience.

"The Americana theme goes way beyond the flag," says Jeremy Greeney,

showroom manager and national visual coordinator for CODARUS. "We see a lot of traditional colors being used, and things like the old hooked rugs and quilts are very popular right now."

Even traditional prints and patterns often associated with Colonial times are back in style, with hounds tooth, herringbone and striped linen appearing on everything from fashions and home accessories to dinnerware.

"Just as in fashion, home design always comes around," Greeney says. "What was popular in one era will eventually come back. We just tweak it a bit to make it something new and fresh."

# GIFTS

## GLOWING TRENDS

Candles date back more than 5,000 years, with many attributing their creation to the Ancient Egyptians. Clearly, candles have evolved in many ways since then. From the way they're designed to the elegant packaging, candles have become an instrumental part of home décor.

"People like to add ambiance and style to their homes, and candles are an easy way to dress up a room," says LAFCO New York's Monica Balsamo. "Today, consumers really are looking for quality fragrance and a vessel that has a life after the candle is done."

Elaborate packaging allows for a gift that lives on long after the candles has served its purpose, such as LAFCO's House & Home candles, which come in hand-blown glass vessels that are designed to have a long life.

"They make great oversized cocktail glasses, votive holders and bud vases," Balsamo says. "They're the perfect gift. What better way to say, 'thank you for the weekend at your beach house!' than with a Beach House candle?"

Himalayan Candles is as well-known for its reusable original containers as it is for its clean-burning, fragranced soy candles. From terracotta or tin pots to decorative glass and rustic wood, the containers ensure a long-lasting gift in addition to the candle.

### MAKING SCENTS

LAFCO's House & Home candle collection features French fragranced wax which will burn for more than 100 years and it is the company's best seller. Fragrance continues to be a popular addition to candles, and about three-fourths of all candles sold in the U.S. are scented. Popular scents for 2013 are:

- **KITCHEN AROMAS** like vanilla, cinnamon, coffee, gingerbread, apple pie and brown sugar
- **FRUIT SCENTS** including citrus, peach and apple
- **FLORAL FRAGRANCES**, particularly lavender, lilac and rose
- **SPA/ZEN-THEMED FRAGRANCES** associated with relaxation, such as ginger, mint and eucalyptus



▲ **Designer candle** from Zodax, The McEvoy Group

▶ **Decorative glass containers** from Patty Wax, Patrick & Co.



▲ **Bee candles** from Granny Bee's, The Jerry's

▼ **Powder box candle** from Himalayan, The Mix

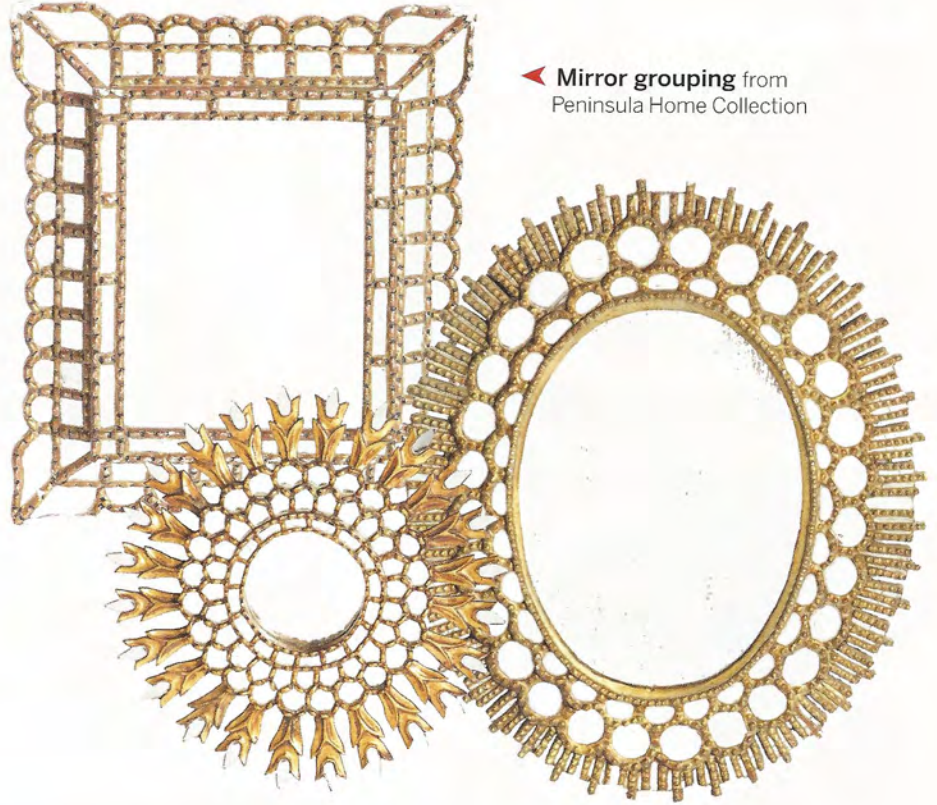


▼ **Set of three glass candles** from Lafco, Goetz





▲ **Mixed media wall art** from StudioArtique, Ivy Stone



◀ **Mirror grouping** from Peninsula Home Collection



## WALL FLOWERS

The walls of a home do much more than give the ceiling a resting place and provide shelter from the elements – they also provide a place for residents to express themselves. Today, art is being purchased more frequently than ever before, and demand is expected to continue growing. In fact, a study by Unity Marketing indicated that 54 percent of households purchased wall décor or picture frames in 2012 – up 7 percent from two years earlier.

“Art can completely change the feeling of a room,” explains artist Carol Benson Cobb, whose work is featured in the CODARUS showroom. “It is the finale. It can move you with soothing colors and imagery, give a bold statement – or even make you want to exit the room! To me, art defines the space.”

Art also can give a room a facelift much more easily than paint and new furniture. For example, says Cobb, a piece of abstract art can instantly update a traditional room. By purchasing pieces that appeal to them, customers are also expressing their individual style and taste. And today, that means that more and more buyers are expanding their vision of what qualifies as art.

“It’s really anything that creates interest – unique shapes, materials – anything,” she says. “I have two pieces of raw wood leaning in our hallway that I couldn’t bring myself to move because they just look cool.”

## PICTURE PERFECT

One of the segments of wall décor that is growing rapidly is the ready-made frame market, which is surpassing custom framing. Pam Danziger, president of Unity Marketing and lead researcher in the study on art and wall décor, attributes it to “the growing desire to display personal photographs.” With more options for printing photos – such as canvas, wood and metal surfaces – consumers are more likely to decorate their homes with personal photographs.

“Attractive, affordable pricing seems to be the most important factor for customers when choosing a picture frame,” Danziger says. “This category nearly doubled from 2009 to 2012.”

Also worthy of note to retailers is that customers who are buying wall décor tend to buy more than one item at a time to create “an attractive display statement” in their homes. “They are looking for designs that match the style and design of their home,” Danziger says.

Cobb says that in addition to wanting to enhance their home’s design and style, buyers also are looking for something they connect with.

“They want the story and meaning behind what they buy; they aren’t just trying to fill a space,” she says. “If a retailer wants to sell wall décor, they should look for art that has a story and is functional. If they love it and are able to pass along the story behind that art, their customers will love it, too.”



▼ Custom wall art from Carol Benson Cobb, CODARUS



Custom wall art (six to a group) ► from Western Reps, Creative Co-Op



▲ **Tea pot** from Sterling Tea (Omniware), Gourmet Market

▼ **Melamine plates** from One Hundred 80 Degrees, Goetz



### COLOR MY WORLD

Subtle and neutral colors have long been the trend in kitchens, from bland whites to the much-maligned but memorable avocado greens and golds of the 1970s. Today's kitchens, however, have been given a brilliant splash of color that bring the room to life in a joyous way.

From purple popcorn makers and hot pink cheese slicers to lime green cutting boards and electric blue cookware, today's kitchen products often reflect the fun, active lives of consumers who purchase them. Whether it's a single, stand-alone item or a complete line, kitchen products are adding a welcome pop of color to their environment.

"Color is the expression of one's personality, and today more companies are using color to create a fun vibe," explains Debra Flynn of Kulovitz & Associates, Inc.

She points to lines like Joseph Joseph, Zak Designs, Cuisipro, Emile Henry and Tovolo as companies that all have embraced color and made it a focal point of their product.

"They're using it to persuade customers to buy based on their love for a certain color in addition to the functionality of the product," she says. "Adding fun to function seems to be a clear trend

in housewares today."

The colors that are flying off the shelves for 2013 are vibrant – such as fuchsia, lime green, emerald green, bright orange, purple and citrus yellow.

"As the economy is beginning to improve, consumers want to bring things into their home that make them feel good. What better way to do that than with color? Social media also helps to fuel the definition of hip colors and identify products that are cool to own."

### NOT FADE AWAY

Don't expect to see this colorful trend fade anytime soon; Flynn says the trend is moving toward even more color – "consistently vibrant and mostly in housewares." To keep it fresh, companies will continue offering more variety of colors on an ever-changing palette.

"Tovolo offers 40 colors of silicone spatulas, and we encourage our retailers to carry most, if not all, of them. Those retailers that embrace the program often sell several colors to one customer – it's a great way to increase sales on a very basic product."



▲ **Bowls** from Pantones, Martin & Associates

▼ **Egg plate** from Zak, Lockin Group



▲ **Colander** from Kulovitz (Tovolo), Gourmet Market

▼ **Bamboo bowls** from Corebamboo, Source One





# HOLIDAY

Wall hangings from DEMDACO



Decorative poinsettias from Kurt Adler

Burlap trees from Renaissance 2000



Colored burlap wreath and squirrel from Galt



Ornaments from Roman Inc.



## NATURALLY FESTIVE

The familiar Christmas colors are welcoming a more natural approach to the glitz and glam of previous seasons as burlap becomes the must-have holiday color for 2013.

"Nothing is hotter for the holidays this year than burlap," reports trends expert J Schwanke of J Schwanke Productions. "The fabric is translating to nice, neutral tones like creams, beiges, tans and browns. People are going with very natural, organic-looking colors."

Burlap pairs well with the season's most popular colors like red, green and

white, and it also plays into our eco-friendly consciousness. "It's comfortable and homespun, and evokes that feeling of reuse and recycling," Schwanke says.

He says the trend is an extension of the popularity of burlap overall as part of today's home décor, such as pillows, placemats, table runners and even burlap-textured ceramic or pottery containers.

"We are seeing the color extend into non-burlap items, like stained woods, natural elements, furniture and accessories," says Schwanke. "These will carry burlap into its next iteration."

So, while we can expect to see burlap gradually becoming more prevalent in home furnishings and décor in the coming months, it is definitely going to take center stage for holiday celebrations in 2013. For Schwanke, the color's broad-reaching appeal lies in its ability to bring a natural, homespun look and feel to holiday décor.

"Christmas is about tradition, and this gives a new meaning to 'classic Christmas.' It's going to be everywhere this year," he says. "There is very little that is untouched by the burlap trend."



# ACCESSORIES

products/trends



▲ **Jeweled clutches** from Samser Designs, Craig Clovis



◀ **Black and white sided clutch** from Sondra Roberts, Rhoda Katz & Co.



▶ **Assorted clutches** from Bobby Schandra



◀ **Clutch with optional strap** from  
Bamboo Trading Co., Patrick & Co.

**Gold and emerald clutch** from ▶  
Bougainvillea



## CLUTCH TIME

Whether it's a holiday party, a night on the town or a formal event, the finishing touch of every woman's outfit is the evening bag. And these days, the evening bag has become more versatile.

"They are great with jeans and add a fresh look that will take you from the office to the dinner party," explains Iris Topletz, owner of Iris T. Designer Accessories. "The latest trends are more fun and whimsical, with skulls, studs, crystals, sequins and more."

Definitely not your grandmother's evening bags, today's clutches may be oversized with detailed hardware, pyramid studs and fun embellishments, Topletz says. Bobby Schandra, accessory designer for Bobby Schandra and Schandra, agrees that today's evening bags are ready for whatever the night has to offer.

"A lot of evening bags now have multiple uses," he says. "They're being used as clutches and wallets – they're great for a girls' night out when you just need your lipstick, credit cards and drivers' license. And with so many different styles to choose from, you can find one that looks great for whatever you need it to do."

Schandra now offers a four-way evening bag that goes from clutch to tote to shoulder bag to cross-body bag. "Today's women are on the go, so if you can have one bag that goes from work to happy hour

to dinner, you can keep up with their busy lifestyles," he says.

Going into the fall of 2013 and on into 2014, expect to see some of the following trends in evening bags and clutches:

- For the black-tie event, classic evening bags will never go out of style. Miniature hard-shell bags in beautiful shapes bedecked with Swarovski crystal will always be a great look for formal occasions.
- Creative new shapes and unexpected pairings of materials, such as leather and crystal, are hotter than ever.
- Jewel tones embellished with multi-colored stones are great for both day and night; look to INZI by High Fashion Handbags as an example. These beautiful embellished silk evening bags can be worn as a clutch or on the shoulder with a lovely chain to achieve the perfect look for the occasion.
- Fresh colors and patterns. From see-through evening bags with colorful pouches to beaded animal prints, today's evening bag captures the style of whatever occasion it needs to.
- Warmer tones. After standing in the shadow of silver and gray for the past couple of years, gold is making a comeback and that's reflected in today's bags, which are showing up in bronzes, browns and gold tones.



## BED BUYS

Considering that the average person spends about one-third of their life in bed, it makes sense that shoppers are putting more thought into what they're resting their head on each night. "Bedding softens the hard edges of our lives and puts a smile on our faces," says Daniel Stuart of Daniel Stuart Studios. "It's where we start and end our day. We wrap ourselves in it. It has to be appealing with our eyes open and closed."

Sharm Schaffler of BHD Homewear Design Australia agrees, pointing out that, "sleep is important, but having the right comfort to support your life is equally important."

That explains why bedding has become such hot property these days; in a world that is moving quickly, the bedroom is becoming more important as a personal sanctuary.

"We relate to bedding in ways we don't even fully understand,"

Stuart notes. "Maybe it is the way nature is woven together, creating something we can use instinctively without reading a manual."

For 2013, some of the bedding trends remaining strong are:

- **METALLICS.** While metallics are often associated with "shiny," that's not necessarily true in this case. Instead, today's bedding is borrowing colors like gray, pewter, bronze and platinum, and using those hues to create a warm, welcoming and luxurious setting.

- **NATURALS.** From fibers to colors, "natural" is booming. "Keeping things neutral with a lot of textures makes this trend very transitional and it appeals to all audiences," Stuart explains.

- **BRILLIANT JEWEL TONES.** Schaffler says to look for colors like emerald, jade, orange and azure as hot bedding colors for 2013 – and into 2014.



▲ White sheets, gray and animal print pillows from Daniel Stuart Studios; lavender blanket and metallic pillow from BHD, In-Detail; brown throw and embroidered pillow from SFERRA



◀ **Wooden owl chime** from Cohasset Gift, Outdoor Living; **leaf chime** from Grasslands Road; **solar lit chime** from Carson, Ron Bauman & Associates



▲ **Kenetic stake** from Regal Cliff, Next Generation

▼ **Wind pendulum** from Western Imports, Outdoor Living



## BLOWIN' IN THE WIND

The evolution of the backyard into an extension of one's home has given rise to the popularity of outdoor environments. And that, in turn, has energized the sales of outdoor décor. Today, we often put as much thought into decorating the space outside our home as the space under the roof.

"We have embraced the idea of pushing our living area beyond four walls, into the outdoors, for as long as we can," explains Marc Rice, vice president of sales for Ganz. "Anything that helps put a personal touch to your home is always popular."

And today, adding that personal touch means also filling the air around us with things that blow, ring or chime in the wind. Flags, windsocks, whirligigs, bells and wind-chimes all provide ways to make our outdoor space more personal and welcoming.

"As long as we live, we will enjoy going outside into nature," says Tim Gaskin of Tim Gaskin & Associates. "And as long as we have our own little piece of nature, a place we can call our own, we will embellish it with native plants, fountains, chimes, bells and flags."

Wind chimes are among his most popular sellers, and he sees no end to the growth of the market.

At Ganz, one of the popular items are the company's 10-foot garden sails, which are

adorned with colorful designs with themes that fit the garden motif.

"Garden décor does tend to reflect certain things and motifs, such as frogs, insects, bugs and blooms," says Ganz's Rice. "There is much more variety in designs, messages and the use of flags or windsocks. Customers view them as décor pieces and change them frequently, instead of simply hanging one for the entire season."

Among the current trends in flags and windsock designs are:

- NAUTICAL THEMES
- THE "B" WORDS – birds, bugs and blossoms
- MONOGRAMS
- VIBRANT, ENERGETIC COLOR
- WHIMSICAL DESIGNS
- INSPIRATIONAL MESSAGES OR SAYINGS

"People are investing more in their outdoor spaces and creating different areas within the garden, so they are looking for more variety of designs, themes and uses," he says. "Personalized and inspirational categories are strong and will continue to climb. This is about putting a personal touch on your world and surrounding yourself with small things that make you smile every day but don't cost a fortune."