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# The Trend Forecaster

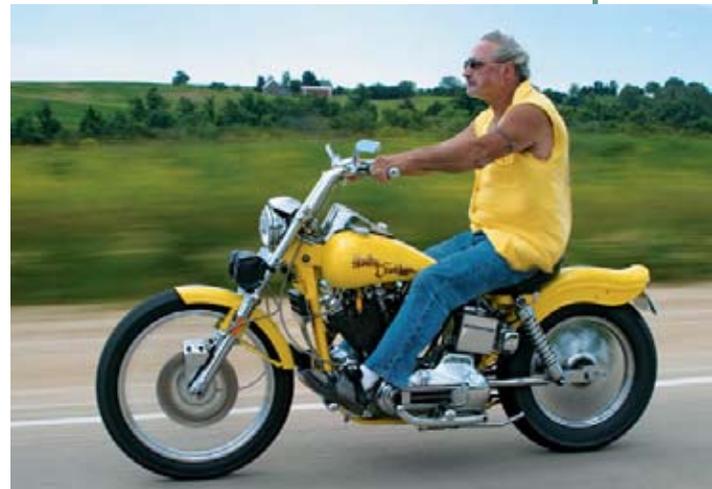


JILL SANDS, CMG

## Old is the New Young ... and ... Young is the New Old

There's a trending social movement toward **Flip-Flop generations**. Middle-agers are maintaining their "adolescent" interests while adolescents are adopting behavior we'd expect of middle-aged Americans.

Middle and old age are traditionally seen as risk averse and settling down. Instead of retiring to listen to the classics, a growing number of New-Old's are still pursuing the sex, drugs and rock 'n' roll of their youth. Sixty-one percent of 60-somethings are sexually active. Singles, aged 55 and older are the fastest group of on-line daters. Illicit drug use among 50-somethings rose more than 70% from 2002-08. Sixty-seven percent of over 50's listen to rock and they are the only demographic whose music purchasing has increased in the past decade.



The New-Olds are pursuing other youthful activities in greater numbers. Twenty-five percent play video games, and that number has increased three-fold since 1999. Thirty-three percent of Boomers have a social networking profile. And the average motorcyclist is 47. The age of the youngest Baby Boomers is 46.

Meanwhile, at the other end of the age spectrum are the **Conserva-Teens**. They are entering their teen years in a time when the economy is at its lowest point in eighty years. Their parents, through necessity, have pulled in their expendable-cash belts several notches. Plus, there are the looming fears of college tuition costs and the tight job market. Conserva-Teens are more concerned about their financial future than prior groups in this demographic, the majority choosing financial security as their number one life goal.

Economic and political events have raised the anxiety levels among teens to the point where 20 percent suffer from clinical depression. There's a grow-

*Continued on page 7*

## Trends

### Expect the Unexpected

Consumers are beginning to exhale a sigh of relief that the worst of the economic morass is over. Purchasing is moving from “need” to “want,” but it is reflective vs. reckless and functional vs. frivolous. These cautious consumers have built a strong foundation with neutrals on the big items and they are now ready for big splashes on accessories. Adding something stimulating to an existing scheme can be achieved with neutrals as their canvas. In details is where the splurges will occur. The details create the exciting pop of the unexpected, be it a pillow, ottoman, chair, lamp, etc. It’s like the “little black dress” accessorized with fantastic shoes.

The past couple of years have been too serious. It’s time for fun, food and laughter. It’s about the “Un’s” - uncontrived, unpretentious and undecorated looks. It’s not about price. Rather, it’s about how things go together; their contrast and balance. It’s about cozy and comfort without clutter. Peaceful, friendly and breathable. Take a deep breath and let the room envelop you.

And, it’s about Balance. No extremes, just Yin and Yang . . . bright against light, curvy against straight, texture and pattern against solid. No perfection. Simply well-worn and lived-in comfort with a balance of old pieces for their personality and depth, plus splashes of color and pattern thrown in for fun. It’s about putting the fun in functional.

The imagination is being fired up with contemporary takes on classic design. Classic traditional creates harmony while a clean and edited rendition creates balance. We’ll see more streamlined silhouettes with familiar themes reinvented in new ways. Nothing will be overdone. The emphasis will be on timeless style and value. We’ll be looking back as we’re moving forward.

To quote August Rodin, “The more simple we are, the more complete we become.” It’s about understated elegance that’s stylish, yet simple. Trims that make a statement without getting lost in excess. Consumers can no longer afford nor can they justify the excesses.



DROR STUDIO'S PEACOCK CHAIR BY CAPPELLINI



CAPPELLINI CHAIR

Trending in are six distinct design influences. Distinct, yet each is going back to draw from the past, reinventing itself for today. Each is reaching back and blending the yesterdays for a new tomorrow. Technology may be inventing the future but consumers long for the nostalgic feelings of the past. These design influences take us from the flirty curves of Modern Romance to Urban Industrial’s recycled factory equipment. From the Farmhouse Retreat mindset of living and buying locally to International Country, a mélange of ethnic inspirations. And, from New Classique, a reinvention of classic traditional to Modern Rustic, representing lodge redux.

# Design

Modern Romance, Urban Industrial, Farmhouse Retreat, International Country, New Classique and Modern Rustic . . . they share familiar themes in new ways, presented with timeless style. Each is looking to the past for influence and celebrating a heritage while cherishing the imperfections of ancestors, nature and ourselves that flow from a mix of cultures and periods. The Great Depression birthed the make-do-and-mend mentality. In that same spirit we are moving toward more craft-based looks where the stitching and handwork is revealed with de-constructions and raw edges.

Each design category exudes a style that gives consumers the opportunity to express themselves.

**Modern Romance** is a feminine mystique with peek-a-boo lace and layers of open weave. Flirty curves with full-fabric drapes. Florals and romantic colors and themes. Pearlescent and reflective surfaces – mercury glass, shimmer vs. shine, soft metallics and warm metals. Dreamy, floaty fashions influenced by Mad Men. Luminosity is achieved with multiple lighting layers (floor, table, overhead and uplights) for a warm, romantic glow.



TRIPOD DESK LAMP – LAZY SUSAN

**Urban Industrial** uses recycled materials and re-purposed factory equipment to create uniquely functional furniture and accessory pieces. Look for textural layering. We'll be seeing more woven textures of sisal, sea grass, and leather. Items will look and feel creatively rescued from the recycle bin. Restoration Hardware has re-purposed its design direction to include many urban industrial pieces. Colors include old brick, brownstone and concrete gray.

**Farmhouse Retreat** and the romance of nearby places. Buying and living locally . . . locovore. An homage to Mother Nature. There's nostalgia and sentimentality in colors, patterns and textures. Hay color and texture, plowing-rows design texture, burlap, tea stains, fat knits, patchwork quilts, rag rugs, gingham and calico. Domestic animals are taking center stage: dogs, cats and barnyard favorites. Plus the perennial constants of the three B's: birds, bees, butterflies. Colors are inspired by gardens of flowers and veggies. Tawny orange, aubergine, pea green.

**New Classique** is simplified, modernized and re-colored. It combines architectural elements and styles from neo-classic, French, English and American 18th and 19th centuries. Its clean, fresh looks belie its historic heritage. Paired with men's suiting patterns (another Mad Men influence) and crisp white painted molding it easily transitions to either contemporary or traditional, depending upon your mood. Appealing to the flip-flop generations it is traditional enough for the old-youngs and hip enough for the new-olds.



NEPAL – HAND-PRINTED BATIK PILLOWS

**International Country** focuses on the hand-crafted details of globally ethnic influences from Eastern Europe, South Asia, Africa, and the Mayan culture of Guatemala. Each culture has a strong sense of family evidenced in the human touches to design elements. Look for embroidery, stitching, knits, crochets and reverse appliqués with both constructed and deconstructed finishing. You'll see distressed surfaces in both fabrics



BOBO INTRIGUING OBJECTS  
TRIANON IRON CONSOLE

*Continued on page page 7*

# Neutrals are the Canvas for Color Splashes

Looking to 2012, the New Neutrals continue to be the canvas against which we paint splashes of color. Color lets us nostalgically look into the future. Consumers continue to prefer a safe palette, but as confidence in the rebounding economy grows, the jolts of color will become more frequent. We'll see more color on walls with bright white molding as contrast for a clean and crisp look. Blue and Green have signed a peace treaty to share the marquee. Blue is symbolic of trust and Green is symbolic of growth, two words that Americans long to hear and believe. Continuing to trend forward are the off-spring of Blue and Green, Aqua and Turquoise, which are simultaneously calming and invigorating. Purple, in its smoky hue, becomes malleable to both masculine and feminine situations. Color spectrums won't be just one shade, but all shades within one color.

**Red** is exciting, provocative, outgoing, and warm. From Mother Nature's farm to Tribal hues. Pinks will be softly romantic and dynamically assertive. Watch for fuchsia to trump red and orange. Terra, tomato red, coral, frambois, paprika, fuchsia, magenta, deep pink.



TOMATO



AZALEA



ZINNIA



MAGENTA

**Orange** can be earthy or sophisticated, blending beautifully with purple and moss green. Bold and daring or warm and primitive it assumes nature's hues of apricots, pumpkins, tangerines and carrots.



AMBER



PECHE



BUCKSKIN



APRICOT

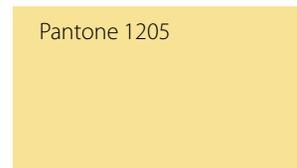
**Yellow** – whether mellow or high intensity, is bright and positive. It's a happy color . . . an escape from the seriousness of the world. When life is negative, add yellow for an uplifting boost. For the urbane, merge yellow with charcoal.



MUSTARD



CORN-ON-THE-COB



CHEDDAR

**Green** is symbolic of growth; a word of great importance for the next decade. Green is flexible; goes with anything and everything . . . just look outside. It can be classic or contemporary. Paired with white it is crisp and clean. Green conjures thoughts of youth, renew, nature, balance. We will see Green with both yellow and blue casts.



JADE



TEAL GREEN



APPLE



SPRING

**Blue** feels pure and trustworthy. A clean, clear blue sky gives pause to take a deep breath. Blue energizes. Blue is synonymous with hope, sincerity and tranquility. Aqua and Turquoise are invigorating yet transport one to a calm, tropical paradise.



SKY



CLASSIC



CHILL-OUT



SERENITY

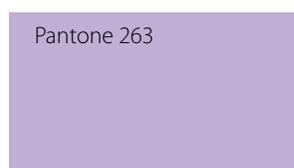
**Purple** – The ancients believed purple calmed the emotions and created a sense of peace. 2012 is predicted to be the year of Purple. The hues range from blackberry and plum to a soft smoky amethyst which portrays romantic and peaceful serenity. Purples will range from deep aubergine to pinkish violet to smoky lavender and lilac.



AUBERGINE



RADIANT

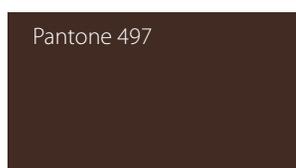


LAVENDER-DILLY DILLY



HARMONY

**Brown** is coming to us from two directions: Sophisticated and chic with a touch of rose. Earthy and cozy, speaking to our American heritage, as in rich saddle-leather brown. Also, think food hues . . . grain bread, brown rice, le chocolat, and French roast coffee.



LE CHOCOLAT



PORTOBELLO



SADDLE



TAWNY

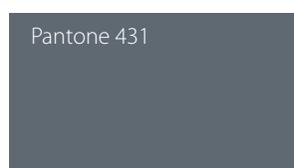
**Gray** – Classic charcoal gray portrays understated elegance. With crisp white molding it is pure and uncluttered, traditional or contemporary . . . a direct influence of "Mad Men." A balancing color, Charcoal works well with neutrals and brights like yellow. Belgian gray of washed woods and natural linen will soften an urban-industrial look and complement a Parisian pied a terre.



LINEN



BELGIAN



DAPPER

## Art's Influence on Design

**American Woman: Fashioning a National Identity** . . . is the title of a new exhibit at the Metropolitan Museum of Art which explores fashions of the American woman from 1890 to 1940 and how she affected the American woman of today through social, political, economic and sexual emancipation. From 1890 to 1940 the American woman was described as youthful, graceful, slim, athletic, classical, refined, unique, smart, liberated, glamorous and self-confident. Since major museum exhibits influence both fashion and home décor, we can look for the following elements of design into 2012. Ruffles, pin-tucks, pin-stripes and mariner



AUDREY BATH TUB COLLECTION BY SICS

influences of the 1890's Gibson Girls whose appeal transcended age and class boundaries. They were confident and commanding. By 1900, middle classes were traveling and experiencing foreign cultures. Designs of this Bohemian era were influenced by Ancient Greece, Asia and Middle East. The post-WW I Flapper was working by day and dancing by night. Think fringes with lots of movement. Screen Sirens of the 1930's and 40's, epitomized by Joan Crawford, gave us the Modern Woman . . . clingy fabrics, bias-cuts and pleats with an art deco architectural influence on design.

## Demographics The Re-Gens and Millennials

While Gen X (1965-1980) was happy to follow the Boomers surfing on the rising economy, the next two generations, the Millennials and the Re-Gens, are facing a new reality. They don't want to be stuck in the same financial quagmires as many of their parents.

Re-Gens are those born since 1995. They are steeped in reality and show a commitment of stewardship to the environment. As stated by Tamara Erickson (author of *What's Next, Gen X?*) they are aware of the melting polar ice caps and they know why the family is taking stay-cations. Their Gen X parents (1965-1980) came of age in a poor job market (the bust of 1987) and were counting on rising home prices to be their nest eggs. Erickson predicts that Re-Gens will be a generation of realists. They will show restraint and responsibility as they rethink and renew.

Gen Y or Millennials (born 1981-1994) are asking themselves: Will I be able to pay for college? Will I get a job? Will I be able to buy a home? They realize that the hyper-consumerism lifestyle of recent years is unsustainable. They mistrust the media, advertisers and politicians. They put more trust in their peers on Facebook and Twitter for advice. They feel they can face societal, economic and political problems as responsible citizens rather than relying on Washington. Seeing the financial woes of their parents has motivated deeper fact-finding as they make significant life decisions.



RECYCLED RICE BAG SANDALS - BC FOOTWEAR

## Design *Continued from page 3*

and furniture. Animal prints will remain strong as will ikats, toile, florals, calico and denim. Indigenous hand-wrought jewelry and tortoise shells are incoming.

**Modern Rustic** – handcrafted style – nature dipped in metallics - rural and primitive. It looks made-by-hand vs. mass produced. It's nostalgic yet in keeping with the lifestyles of today's techno-savvy consumers. It's homey, feet-up cozy and family friendly. Materials that speak of a new technology and are being used in new ways. It's Americana with a contemporary twist.



CURREY & COMPANY

## Environment Update



VOLTAIC SYSTEMS

- ◆ An increase in the number of handbags and backpacks with solar panels to keep cell phones charged, whether for a day in the city or hiking the trails
- ◆ Researchers at UC-Berkeley have created a fiber nano-generator that produces electricity from simple body motions. The flexible microscopic fibers can be sewn into clothing — imagine powering your cell phone by simply walking or moving around while wearing the nanofiber clothing?
- ◆ A growing number of Whole Foods stores produce 25% of their power through solar energy.
- ◆ Missouri is connecting solar and wind energy systems to the grid which will save \$331 million on electric bills over the next 20 years. It's not the feds, but the states who are leading on renewable energy policy.

## Old is the New-Young *Continued from page 1*

ing trend in the direction toward conservatism in teens. Youth rates for illicit drugs has declined 25 percent in the past six years. Drinking and smoking rates are also down.

More cautious in their purchasing patterns, Conserva-Teens are no longer the “early adopters” of products and services. Forty percent like to wait and see what other people do; they “Social Proof” their lives. Social-Proofing (originally coined by psychologist Robert Cialdini) refers to those who look to others on how to act or what to purchase. In a tight economic climate there are fewer buyers who want to take the risk of being ahead of everyone else in purchasing the latest in fashion or technology.

Among Conserva-Teens there's a growing emphasis on morality and family. Seventy-five percent viewed family as most important in their lives and eighty-three percent expect to marry.

Obviously, not every teen or mature conforms to these new profiles, but statistics show that more are trending in these directions. Standard age-related targeting can't be relied on any more since age groups are no longer marching in-step within their own demographic. It may be time to reassess branding as traditional values are appealing to more teens while edgy street fashion may be better aimed toward the New-Olds.

*This information is attributed to William Higham of The Next Best Thing.*

## Outdoor Décor



JAYSON HOME & GARDEN

Outdoor living and entertaining is a hot topic with consumers in every part of the country. Homeowners want to recreate a sense of place for their family and friends to enjoy the outdoors with the same features as indoors.

Popular items include:

- ◆ Outdoor serving pieces
- ◆ Fire-pits to increase time outdoors
- ◆ Low maintenance landscapes
- ◆ Native plants, less lawn and water-efficient irrigation
- ◆ Weatherized outdoor furniture which mimics indoor furniture in style, comfort, and design
- ◆ Lighting for entertaining, reading and extending the day

## International Update:

### BRIC:

#### India . . . Brain-drain

- 10% of US millionaires are Indian
- Indians run the US IT industry
- Indians in the US are big savers
- India, an emerging market, offers huge opportunities at home
- Indians are going home, taking their intelligence and their US dollars with them.

#### China . . . Adaptive vs. Innovative

- In recent years China has been adaptive, but they are returning to their 2000 year history of innovation and invention (paper, gun powder, etc.)
- The World Expo in Shanghai will display China's innovative talents to influence world design.
- It's predicted China will be the world's leader in Green Tech.
- Simon Cowell's "Got Talent" franchise is heading to China, sponsored by Proctor and Gamble.

#### Brazil and Russia – rounding out the BRIC countries

- For years Brazil has been a land of great potential, with few results until now. Their economy is expected to grow 6% this year. By 2050 Brazil's economy is expected to be the 4th largest in the world, ahead of Germany, Japan and the UK.
- The economies of both Brazil and Russia are growing and both countries are assuming roles of greater international political responsibility.
- Their design influence will be evident in hand-crafted ethnic details and colors. Especially with the 2014 Winter Olympics in Sochi, Russia and the 2016 Summer Olympics in Rio.



PRETTY PINK – HANDMADE IN BRAZIL