

S & S
Consulting
LLC

INSIDE THIS ISSUE:

Trends
Page 1–2

Design
Pages 3 & 6

Color
Page 4-5

International
Page 6

Technology
Page 7

Demographics
Page 8

Schiaparelli and
Prada
Page 8

©2012 S & S Consulting, LLC Any unauthorized reproduction of this publication is a violation of federal copyright law and is strictly forbidden.

The Trend Forecaster



JILL SANDS, CMG

Consumers in Control???

Yes!!! Trickle-down design trends . . . Gone! Today it's "Thumb-up" or "Thumb-down" with global consumers telling manufacturers and retailers what they like. Gen Y is bringing fresh visions, a global renaissance of sophistication, a quest for quality, and the tech savvy that moves trends forward at the speed-of-a-click. The result is an all-you-can-eat design buffet.

Following are those trends I believe to be the most distinctive, to possess the greatest opportunity for longevity, and to be the most adaptable to today's living styles. Look for the common thread throughout . . . it's all in the mix.

Transitional – The American demographic, the world economy and the political environment are in transition. Like life, as times and circumstances change, so must we. It's what keeps life interesting. Our homes, like our lives, are in continual transition. When things show wear, they are recovered, repainted or replaced which creates a need for new color, new fabrics, new shapes. The result is a mixing of great looking old things with things that will look great when they get old . . . a combination of fresh and nostalgic. Contemporary upholstered furniture with flea-market finds, sprinkled with a few architectural objet d'art. Transitional is self-expression; it links style with emotion and personality. Nothing formal, stuffy, or cluttered. It's homey and familiar, especially in a time of uncertainty; allowing room for growth and change.

London's Belgraves Hotel perfectly phrases their dress-code: "Blend NY Nonchalance with a dash of British Elegance; denim and silk, gingham and tweed, Converse and tea frocks." That says it all!

Country French's secret is how it marries the rustic with the refined. There is no interpretation of Country French. It's an integration of centuries; mixing lineages and generations. It's a Collective Look. It's Instinctive. It's Timeless. The recurring theme is to surround oneself with beautiful things in a comfortable, yet sophisticated way. Whether new or antique, it's the narrative behind a piece. It's patina and architectural touches that deliver the relaxed look synonymous with the style. It exudes the joy of creating a home that's truly personal. Country French creates a balance between casual and elegant, but it's totally flexible in that it can be dressed up or down. Country French says, "Follow your heart for I am timeless."



www.rooneyrobisonantiques.com

Continued on page 2

www.thetrendforecaster.com

Trends

Consumers in Control

Elements of Country French are: plates on walls, pillows, lamps, conversational groupings, drape panels, patterns, and the layering of it all. The one summation word is Patina. Patina in textures, old world finishes, warm woods, and muted colors. Something a bit worn adds quiet beauty . . . it's imperfect, weathered, organic.

Homage to Mother Nature for she rules. Reverence to her control over our environment makes front page headlines from Katrina to Irene, Haiti to Fukushima, and Tornadoes to Typhoons. There's no escaping her fury and her beauty.

Nature will be presented in myriad variations . . . from whimsy to illustrative, from photo-realistic to cartoony, and everything in-between. The binding thread will be Nature. Look for the 3-B's . . . Butterflies, Bugs and Birds (hummingbirds, parrots, owls, and flamingos). Plus, leaves (especially tropical), pineapples, flowers, feathers, wood, marble grains, shells, and coral. Textures will mimic forms from nature, i.e., honeycombs, waves, bark, and skins. Also, tree branches creating abstract motifs, leaves with trailing vines, and a multitude of floral designs.

Tabletop is tapping into Nature with flatware textures of slate and bark. Dinnerware with florals, birds, and butterflies. Dinnerware textures created through embossing and reactive glazing. Material mixing . . . wood, glass, slate, ceramic, metal, and porcelain.

Gen Y is pushing for natural materials creating innovative and sustainable solutions. Fritelli & Lockwood use both bamboo and soy fibers in the weaving of their clothing while Smock & Co. developed luxury bamboo paper for wedding invitations. Why Bamboo? It's sustainable and renewable; the fastest growing plant; grows without pesticides or fertilizers; and requires very little water.



Fritelli & Lockwood Woven Bamboo

Global Style for Global Consumers – One's home can be filled with objects from distant lands with a few clicks of a mouse. In Global style, the exotic becomes familiar and the foreign becomes an everyday element. Global style is all in the mix.

The Silk Route was the first global highway. Paper and pottery traveled West from China to Persia and Europe. In reverse, metalwork travelled East from Europe to Persia and China. Cultural exchanges burgeoned after the Crusades (1095-1293) proving that nothing is pure and it's been a cross-cultural style for thousands of years.

Global Style will be seen in blue and white ceramics which originated in China centuries ago, subtle Islamic calligraphy, and paisley among other patterns. Borrowing from the ancients, we'll be seeing handmade touches in pottery, weaving, metalwork, and glass.

"The Great Gatsby's" latest reincarnation is a movie due for Christmas release. Ralph Lauren costume-consulted and has introduced a line of Gatsby-esque fashions; soft, flowing, luxurious. Very 1920's. This era redefined the female wardrobe and made a lasting impact on fashion with loose fitting silk gowns, beads, headbands and cloche hats. A boyish-girlish look with romantic roots; it's delicate and feminine with a no-frills simplicity. The palette is subtle, dreamy pastels and shimmering shades of champagne . . . all of which so readily translate to home décor.



Ralph Lauren



The Metropolitan Museum of Art - Islamic Calligraphy

Design

What's Good Design?

It's balance and proportion. It's unity. It's color. Great design ideas require an understanding of the past to create a sense of timeless quality. Our high-tech lives lead to short attention spans which are countered by a strong desire for our homes to be safe havens, a place one can rely upon to be a constant. Timeless design invites the individual to create their own cozy nest that's in harmony with their rhythms.

Think of a home like a pair of jeans. Everyone is wearing them. Everyone is comfortable. Everyone is unique for each has his own interpretation of how jeans are worn. It's a "jean-comfort" mindset. In home décor it's not denim that's trending up, but the comfortable, casual, goes-with-everything style that jeans evoke.

Consumers want to buy something new, but need to justify purchases with convictions of their longevity. "Jean-comfort" is a rationalization process. Design elements that will translate this "jean-comfort" aesthetic are texture, color, lighting, a sense of transparency, and a human touch.



Horchow - Baroque Mirror

Texture is morphing from fabrics to wall art with a light dimension (bas relief), progressing to heavier carvings, a la Baroque. Dimension adds a facet of timeless grace and interest to a room, inviting touch and side-ward glances to see the depth of the carvings; be they mirrors, clocks, art frames, or objet d'art. Matelassé will have a strong presence for its soft hand and its quilt-like dimensional texture. It's at home in all décor and definitely invites "touch-and-feel."

The weathered patina of both copper and bronze give a sense of dimension. Look for them paradoxically paired with polished nickel accents.



Marie Claire Maison

Color can breathe life into a room. It can change your world. It has the power to heal your spirit or calm you down. It can make you feel reborn. Color accents will be morphing from pillows, rugs, and throws to walls, wallpaper, and even the kitchen sink. Consumers are still quite cautious, but will be relaxing and committing to more color permanence in their homes. With so much color and pattern offered, how can they resist??? Besides, color brings meaning to you and to your "jean-comfort" life.

Lighting can add thrill, romance, expectation, or a sense of ominous danger in a play; it is the mood changer. Layered-lighting allows a home's mood to change. There's a growing desire for layered-lighting for it serves the varied lighting functions of each horizontal level of a room. It's lighting for wherever you want to sit or for whatever you want to do. While lamps and lanterns can set a romantic mood, chandeliers, down-lights, floor lamps, and under-cabinet lights also serve their functions.

Continued on page 6

On Trend Colors...The First "Attractors"

Color speaks to the soul of each individual in a completely personal manner. Color is the primary "hook" to a consumer. On trend colors and combinations are the first "attractors," compelling a consumer to reach out to touch-and-feel an item. Color is alluring, making a room feel festive and cheery.

We'll be seeing a bright cheery palette through 2013 . . . optimistic and energetic. Brights are refreshing and rejuvenating offering a sense of celebration. Used as major accents they embolden a palette. As minor accents they offer life and upswing to a more timid palette.

Look for textured fabrics, especially velvet, with lots of patterns and prints. Themes of nature will dominate. Think of both the patterns and palettes of butterflies. Observe the bright hues of a summer garden. Look at the sky and into the woods with its variety of greens, both solid and variegated. The colors and combinations are limitless.

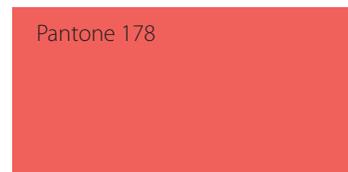
Red— Red will be present in a deep sophisticated hue showing both a blue casts plus yellow to orange casts. We'll be seeing rich, textured velvety reds often paired with purple, black, or plum. Pinks will be trending to the yellow cast with soft corals, peaches, and mangoes.



VELVET



MANGO



LIPSTICK

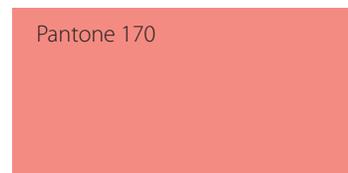
Orange— Orange will continue to be directional and influential. Orange will morph to more organic hues of copper, terra cotta, and ochre. Look for coral to be both deep and bright . . . a yellowing of orange. Orange will eventually morph toward camel and caramel.



ORGANIC



GOURD



DAHLIA

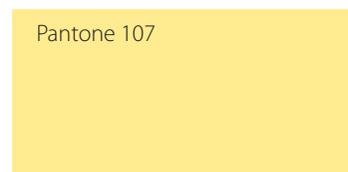
Yellow— The in-coming color, be it school bus bright for an eye-popping accent, or softer and deeper tones for lasting décor. We'll see more and more in solo, secondary and tertiary roles. Plus, it is influencing the tones of other hues. Goldenrod, paired with magenta and aubergine makes a fantastic trio. Look for smoky undertones in both décor and fashion.



GOLDENROD



ACID



LIMONCELLO

Green— Green is the tropics. It's glamorous and it's retro. Think palm leaves. Their vibrant hues anchor reds, yellows, oranges, and blues in vibrant, festive prints. Additionally, green will be viewed in all tones for it is the anchor in Mother Nature's palette.



PALM



SOFT JADE

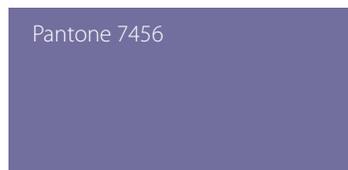


PIQUANT

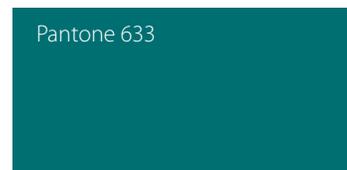
Blue— We're going to experience a vast array of blues. Navy will morph to a muted blue-gray. In mid-tones, blue will range from retro-turquoise to periwinkle. And, in the softer hues from Caribbean blue to cerulean blue. Again, the influence of Mother Nature . . . spanning from sea to sky.



CERULEAN



SWEET PEA



TAOS

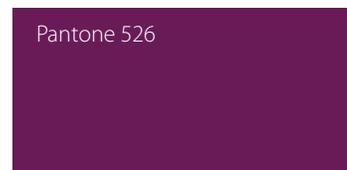
Purple— Purple is everywhere. Purple goes with everything, whether as an accent or the main event. Purple is a neutral. Purple can be bold and beguiling; vibrant and energetic; or soft and romantic.



MAGENTA



ROMANCE

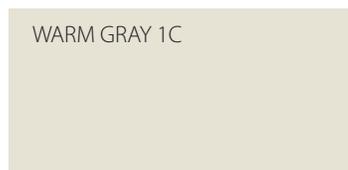


PASSION

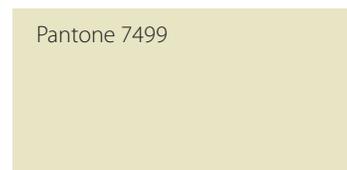
Neutral— Neutrals are playing with their undertones exhibiting their warm casts and cool casts. At times these warm and cool casts will be used together to give a layered look with folds and cuts. Neutrals will present themselves as natural-neutrals in the form of copper oxidations and rusts. Finishes will range from eggshell to transparent.



BARELY VIOLET



GRIGIO



WARM GLOW

Off Whites are assuming a strong independent role in addition to being a solid stabilizing balance to brights. We'll see creams, soft peaches, cosmetic colors, gauzy whites, luminous silvers, the purity of bone white, and the depth of white marble.

Metallics — Silver and Gold accents and outlining will be seen in all ranges of products from personal accessories, bedding, tabletop, home décor accessories to stationery. It will be used sparingly for maximum effect.

What's Good Design *Continued from page 3*

Transparency . . . Are we as people becoming more transparent? Definitely. Through social networking we expose ourselves to the world, easily accessed by anyone forever. This personal revealing is translating to design in both fashion and home décor. There's a lightness of design with beaucoup glass items, transparent handbags, and diaphanous window treatments

Transparency adds a sense of quiet, particularly in window treatments which, inspired by women's fashions, are up-trending. Think of draping as a soft, flowing, wispy blouse over a camisole; a light and airy feel of simplicity. No heavy pelmets, swags, or valances. It's glamorous no-frills. They allow the outdoors in, creating a situation where form and function are inseparable.

Iridescence and transparency, both on hard and soft surfaces, adds a celestial attitude. Moonstones and sea glass, in tones of blues and greens, offer an ethereal, supernatural quality. With the current status of the economy, there's a strong movement away from

mass-luxury (diamonds) toward more unique pieces in semi-precious stones.



Jewelry by Danielle René



*Rouge du Rhin –
Bobbie Burke Home*

The Human Touch look can be real or faux. Quilt patterns are being re-interpreted in more graphic designs for a modern take using solids or simple graphic patterns vs. ditsy prints. These faux quilts are printed using clever treatments of fabric. A number of design companies are beginning to manufacture fabric from their images; not only for table top or totes, but for quilts. Amy Medhurst of Anna Griffin said the end users of their fabrics are quilters, crafters, and pattern designers; creating home décor and fashion accessories.

With an up-trending taste for simplicity and purity of line in home décor, infused with an iconic sense of comfort, we are taking a modern approach to traditional design. Classic silhouettes honor the past and the present.

International Chinese Consumers



"Apple has taken China by storm, there's Starbucks on nearly every street corner, and Chinese consumers prefer Western brands over domestic competitors," according to Tom Doctoroff, author of "What Chinese Want." But don't be deceived, Chinese consumers are not becoming Western . . . even with MTV blasting from screens at the Beijing airport and The 3 Stooges episodes shown in-flight from Shanghai to Xian. The Chinese are increasingly modern and international while remaining distinctly Chinese. For that reason, Western brands shape their message to be "global" vs. "foreign."

China's luxury sales rose 30% last year becoming the world's second largest luxury market behind Japan and the US, in 3rd place. Chinese account for 15% of luxury items purchased in France, yet just 2% of its tourists.

There's much to learn about marketing in China. They have an aversion to credit-card interest payments. Cars must make a statement without being flashy (a BMW vs a Maserati). Luxury is to be seen as status, but for products in private like home appliances, they often buy cheaply made domestic brands.

Technology

The Future ... Integrated, Interactive Marketing

Video Games have grown up. Celebrities act in them and Steven Spielberg has designed them. Tom Chatfield, author of "Fun Inc.: Why Gaming will Dominate the 21st Century," believes that games have the potential to revolutionize education. Games offer amazing learning experiences. In the game, Civilization, you learn the history of the world and great discoveries by managing a civilization. Chatfield feels that games teach how to work with others and systems thinking. It's teaching you to do something while inspiring an appetite for excellence.

The Army uses video games to train soldiers; for games and warfare have been linked through history. Lacrosse was played between Iroquois villages to toughen warriors for combat. Polo was invented for In South Korea video gaming is the second most televised sport after soccer. Stadium crowds of over 100,000 watch live matches between two gaming champions.

Are Video Games the Future of Corporate Training?

How do you train physicians to use a tiny surgical robot? How do you make it addictive to encourage practice? Solution? A video game with points awarded for each level mastered.

More businesses are turning to "serious games" to train employees in everything from sales to operating complex equipment. Video games teach employees how to work smarter; becoming effective, inexpensive training tools. A Virtual-Store video game can teach a store manager merchandising, customer service, managing the books and inventory. Cold Stone Creamery employees score points by how fast they serve customers and their portion accuracy.

Game training, incorporated into the work itself, shortens learning time while employees learn more and forget less.

Networking - People are hooked on each other; connecting and sharing stories.

- 80% of the population is online
- 88% have a cell phone (46% are smart phones)
- 66% of adults use social networking sites
- Young adults exchange 110 texts daily

Tech Tid-Bits:

- Push-Button Pizza – In Dubai you can order your favorite pizza by pressing a special refrigerator magnet. Created by Red Tomato Pizza, the magnet button is synced to a user's smartphone via Bluetooth. How cool is that!!!
- Dinner Conversation? Chain restaurants are installing screens for ordering and paying the bill. Many also include table-top video games. So much for engaging your children in conversation!
- Despite increasing online time, people are not retreating into virtual worlds. Smart phones are the drivers, enabling offline encounters.
- Q-vites, introduced by The Occasions Group, integrate QR codes within the design of an invitation. When guests receive the invitation they scan the QR code on the response card which takes them to the event's website. There, they can quickly reply, choose a menu option and leave a note. How easy is that?



*Red Tomato Pizza,
Dubai, UAE*

Demographics

City-sumers – The future consumer arena is urban; for worldwide urbanization is rampant, creating City-sumers. These hundreds of millions of sophisticated urbanites with disposable incomes are snapping up goods, services, and experiences. Urban areas have become magnets, sucking in talent and spewing out innovation.

Urban Boom:

- China, Africa and India are set for immense urban growth
- 180,000 people move to cities daily. This adds 60 million urbanites each year.
- 2030 - China will have an urban population of 1 billion.
- 2030 – China will have 221 cities with more than 1 million people each

Think about it . . . 2030 is when today's infant will graduate high school. What will her world be? Are we preparing her to face her world?

Echo-Boomers and the iGeneration – We are approaching a tipping-point of who is dictating global trends . . . it's **Gen Y** (1980-1994). Also known as Echo-Boomers, they are the children of Boomers and the largest demographic since Boomers (1946-64). This demographic wave, aged 18-34, has grown up with technology. It's invisible to them and they are married to it . . . till death do us part! Many have shed watches. Why bother with a watch when you have your phone? With their savvy for technology Gen Y is dictating trends. Blogging, Like/Dislike, Facebooking, Tweeting, Pinteresting. Manufacturers and retailers are following this online chatter and reacting accordingly. Gen Y will be moving onto the demographic shore-line like a tsunami . . . as did their parent's generation. And, they will not have trends dictated to them. However, "they" are not unified in their likes/dislikes. There's a smorgasbord of trends from which to choose . . . and, that is the trend . . . a smorgasbord from which to choose. One can select all of a trend or a little of every trend. If you like it, then it works! Good news is . . . the design-police have been relegated to a diorama in a museum somewhere.

Next in line is **Gen Z** who now comprises 18% of the world's population. Born between 1995 and 2003, they believe the world without technology was pre-historic. The iGeneration ranges from ages 9 to 17. It's felt they are more impatient for they desire instant results, taking the internet for granted. To them, it's always been there . . . and it has been!



Met Exhibits Schiaparelli & Prada



*Metropolitan
Museum of Art*

The Met's Elsa Schiaparelli (1890-1973) and Miussia Prada (born 1949) fashion exhibit explored these designer's similar themes and their different approaches.

Schiaparelli focused her designs above-the-waist with highly decorative jackets, for women were usually seated; she felt that above-the-waist was more spiritual and intellectual.

Prada focuses her designs below-the-waist for women today are more active, grounded, and sexual.

For their respective eras there was much concurrence in themes, showing that classic themes are forever modern. Baroque scrolls were ubiquitous throughout as was nature . . . celestial, palm trees, insects, leaves, flowers, feathers, and woodgrain.

Prada looks to history to solve problems. She loves antiquity and feels women should not be imprisoned by fashion. "Thinking about age all the time is the biggest prison women can make for themselves." "Fashion is accessible and democratic. Everyone wears it and everyone relates to it."