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The Trend Forecaster



JILL SANDS, CMG

Middle Eastern Influences Trending In

I'm often asked, "How do you know what the trends will be?" It's a combination of experiences. My years as an interior designer taught me to recognize a natural evolution and predict ahead of the curve; keeping apprised of fashion trends gives me a heads-up, though currently the lag time from fashion to home décor has virtually disappeared; and having extensively studied art history you learn that every "new" idea is built upon a foundation of prior ideas.

In previous issues I've mentioned the influences of Middle Eastern and Moroccan designs as in-trending and that the opening of the Islamic galleries and wing, respectively, last year at the Metropolitan Museum of Art and The Louvre will intensify this trend as we are already witnessing.

For thousands of years nomadic tribes from this region have been trading amongst each other. Berber tribes united, thereby maintaining their unique culture and language. Their palette emanates from nature and their patterns tell stories, such as this continuous line . . . $\Delta\Delta\Delta\Delta$ is symbolic of camel humps in a caravan. (P.S. Caravans were comprised of a minimum of 5,000 camels.)

Moroccan and Islamic design is built upon generations of time-honored traditions and techniques. Designs are traditionally calligraphic or geometric. There's very little design that is just for the sake of decoration. Calligraphic designs encircling a room or a column tell a story. Though designs have been contemporized, they are still rooted in their historical heritage. They are classics, yet when re-colored and re-scaled they easily move from traditional to contemporary.

Often grouped collectively as Middle Eastern or North African, it is Morocco that stands out. Not just for its quality of design and production, but because of Argan Oil. Referred to as "liquid gold from Morocco," it has been used for centuries by Berbers for its cosmetic, culinary, and medicinal benefits, and it is the most expensive oil in the world. With our never-ending search for youth, Argan Oil is becoming the magic elixir for youthful skin throughout the world.

Argan trees grow only in Morocco and are under the protection of UNESCO. Production of Argan oil is a cottage industry managed by cooperatives of Berber women, helping to alleviate poverty and educate girls. The production of one liter of oil takes about 20 hours of hands-on labor.



Berber women and Jill

Continued on page 8

Trends

Eclectic Ethnic · Young-Fogies · Modern Romance

Decorating today is not about decorating, it's about finishing a room with the things you love; the things that tell the story about who you are. And, that story is a continuing saga as one continues down life's path.

Eclectic Ethnic is a Timeless Décor. It's a Juxtaposition of Periods and Cultures. Combine old world patterns with new palettes. Take the designs that you love and have fun with them. Personal style is best when organic, that it comes from inside you; it's your autobiography. It morphs and changes and grows, just as life and the world change.

No design is pure. Over time and travel all design has integrated thanks to explorers and traders. In the pre-Columbian period food was regionally unique. Tomatoes grew solely in South America and bananas were exclusive to Africa. In today's post-Columbian era tomatoes are staples of Italian cuisine while bananas are the main export of Central America. Now grown everywhere, Apples originally were isolated to Persia.

This same cultural transfer has occurred in design. Paisley, though named after a Scottish town, originated in India, as did the perennially popular Provencal prints, called Indiennes. Houndstooth was originally a Moroccan tile design until the Scots began weaving the pattern. Cross-cultural exchanges keep paying it forward creating a design mélange.

The fun thing about integrating periods and cultures in design is that you can keep tweaking and adding new pieces, whether they be flea market finds or travel treasures. It's a la carte decorating from a fusion menu. The blurring of origins creates a more modern look; the larger and more simplified the image, the more contemporary the outcome.

What makes a home interesting is that it's never quite finished; it conveys a warm feeling of having evolved over time creating a sense of place. Timeless Décor is a rejection of perfection and an embracing and respect for craftsmanship and self-expression.



Jan Kath Carpets - "Erased Heritage"



Patricia Urquiola - Smock Chair

Young-Fogies Is conservative the new radical? According to Alexa Brazillian in the WSJ, a young girl doesn't want to dress like her mother; she finds her grandmother much cooler. There's a shift in sensibilities among the Young-Fogies. They are moving away from conspicuous consumption; from IT-bags and platform heels. What feels new is being quieter, more discerning, and comfortable. Look for new "relaxed" fashions with flats. Often simple is what you're supposed to do!

This new traditional makes an easy translation to the home . . . Comfort and Simplicity. Simplicity with an eye for subtle details! Nothing is overdone, but everything has a restrained decorative hand. It's all in the little details. That extra bit of cleverness, style, flair, and wit.

Up-trending will be more hand ornamentation of textures, stitching, sequins, glitter, beads, buttons, cording, etc.; all low-key and reserved. Reserved, but fun. Understatement will be the operative word, but in every room look for that sense of discovery. That something that brings a smile to your face, an object that shows attitude, personality...even a giggle!

Trends continued

Modern Romance has to include “The Great Gatsby.” Whether he’ll be great again or not, he will still proffer a romantic influence with an air of Elegance. The same elements that are being exhibited in fashion will be showing up in the home in 2014. As layered gossamer skirts are to the runway, they are a recipe for bedding, table linens, and windows of the home. The Gatsby era has a touch of Edwardian with an interplay of Art Deco.

Modern Romance expresses Balance. It’s highly decorated with beads, pearls, crystals and ruffles, yet poised with a simple bobbed hair style. It knows when to stop. It knows that a Dallas-do would be over-the-top. A dress made entirely of crystals and pearls is designed with simple lines so that the handwork is readily observed and not lost in a confusion of fabric. It’s an easy translation to home . . . simplicity, tradition, dimension, layers, and the luxurious textures of lace, feathers, pearls, crystals, glass beads, and ruffles. It’s simple form and function, yet very layered.

Modern Romance is a lifestyle of dreamy effortless elegance, of style with ease, yet leaving time enough to have fun and party.



Ankasa - En Frances

Demographics



Millennials are confident, self-expressive, liberal, upbeat and open to change, according to a Pew Research report. They are more ethnically diverse, less involved in organized religion, and the most educated generation. Even though their careers have been set back by the recession, they are very upbeat about their own economic futures as well as the nations. 24% of Millennials feel their generation is distinctive for their use of technology. 83% of Millennials sleep with their cell phones.

Millennials are more open to interracial dating and are more receptive to immigrants with 58% saying that immigrants strengthen the country. They are *the Modern Family*.

ABC's Modern Family

Technology

Made in the USA . . . 21st Century Industrial Revolution

- The Bad News: Since 1970, US manufacturing has dropped 50%.
- The Good News: Today, 48% of large manufacturers plan to return production to the US.

Additive-Manufacturing (3-D Printing) makes it possible for small start-ups to create market shaking innovations. These computer driven technologies are reviving American industry; aided by falling technology prices.

Additive-manufacturing is a process of making 3-D objects of virtually any shape from a digital model, creating things as varied as sneakers and airplane fuel nozzles. GE’s nozzles will be 3-D printed as a single part vs. assembled from 18 pieces, and 5 times more durable. Additive-manufacturing can create engine parts that weigh and cost less using more intricate designs. Nike’s Flyknit sneakers have 80% less waste.

A single piece of equipment can be programmed to fabricate a limitless array of objects including more machines. In England, a 3-D printer replicated itself. Additive-Manufacturing opens doors for growth in highly specialized, highly advanced micro-factories and small entrepreneurial ventures making old things in new ways, along with one-off and custom made items.

Information from *The Wall Street Journal* – John Koten- 6/11/13

Color Sets a Mood and Evokes Emotion

Color sets a mood, draws attention, and evokes emotion. Color is a key element in how we dress and how we decorate our homes. Color states our individuality and self-expression.

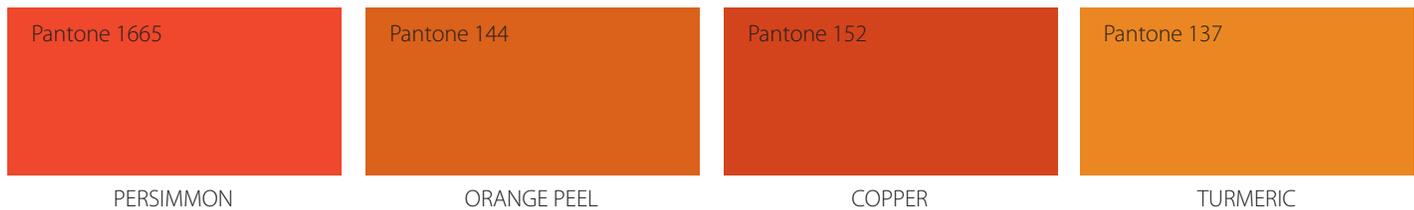
The palettes for 2014 to 2015 will be more saturated, influenced by the Colors of Nature. Original pigments for dyes and paint colors were vegetable based. The hues for Moroccan rugs are created from indigo for blue, mint and basil for green, henna for brown, paprika for red, and saffron for yellow.

As more colors are based on hues from nature, so too will they be based on foods and spices . . . paprika, curry, cumin, turmeric, nutmeg. The saturated hues of fresh-picked raspberries and blueberries. Persimmon, turquoise, and pimento look fantastic when paired with dominant blues, greens, and grays. Blues and Greens together are magic, evoking sky and clouds, grass and trees . . . all the fresh luminous beauty of the outdoors. Colors from nature are soothing colors. There's no dissonance in a multi-hued garden. This color-wheel of colors all work together in perfect harmony.

Reds Nature abounds in reds from poppies, roses and hibiscus to pomegranates, apples, and chili peppers. (Remember the band, The Red Hot Chili Peppers?) Reds are upbeat . . . some with a tinge of pink and some with a hint of yellow.



Oranges A fruit bowl of orange from peach and apricot to melon and persimmon to blood orange and tangerine. A range from pink influences to red influences will abound in Orange. They all work in balance with each other for one softens the other.



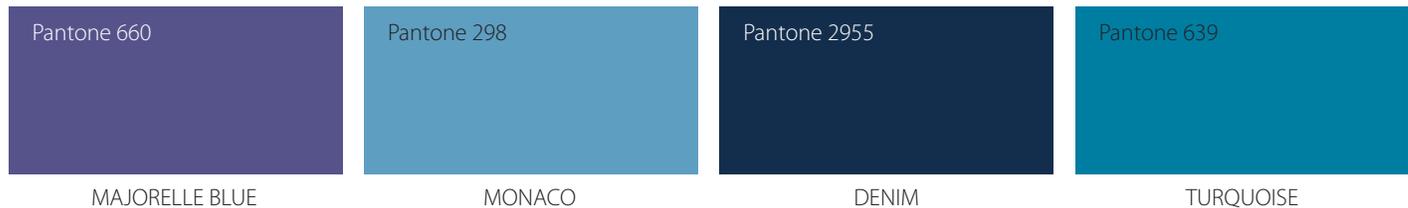
Yellows Yellows are softening which allows Yellow to be more livable in large swaths rather than as an accent. Look for soft buttery, golden and bronzed yellows to be incoming.



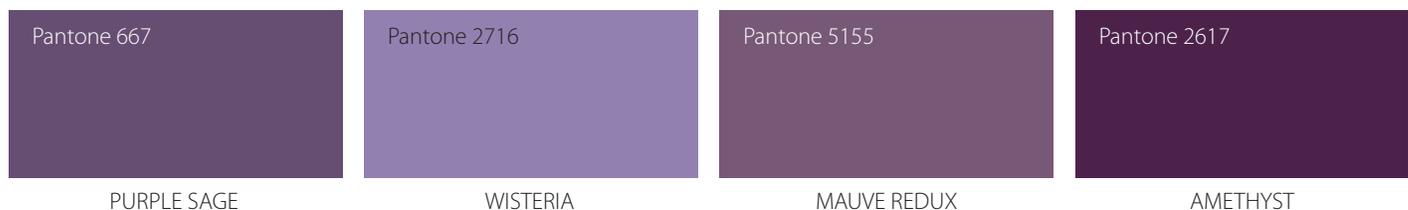
Greens Greens of all colors are driven by nature since most of nature is Green. Just look around you. Incoming Greens will be both Yellow and Blue influenced. Green is tranquil and calming, yet oh-so refreshing.



Blues Blue is an emerging dominant color choice, again, inspired by Nature. From soft periwinkles to deep indigos, from aqua to navy. Blue waters are nature's liquid jewels . . . transparent sun-drenched lakes and deep seas. The choosing between Blue or Green is no longer that agonizing decision for Blue will be mixing with Green. Bright aqua with lush spring Green. Indigo with Kiwi. Navy and Citron. Choose your own favorite Blues



Purples Purple will be showing its soft side in 2014. Soft and delicate, Yes. Faint and fading, No. Mauve, lavender, and purple sage are incoming. More structured Purples will be seen as plum and amethyst which hint of layered transparency.



Neutrals In Neutrals there's a balance between light and bright, between classic and new. And, look for a touch of black to add structure and definition.

Warm White will be expressed as a luxurious yellow-white crème fraiche. There's a touch of pink in the blend allowing for a cheery, sunny glow, even on somber day.

Ivory and Beige will be dressed up with subtle shimmers and threaded with metallics.

There's a full spectrum of browns and grays, influenced by sandy beaches and morning mist. Browns will exhibit dark chocolate to café au lait. Grays will show from coal-dusted darks to hazy morning skies. Authentic finishes abound with exotic woods, burnished metals, dimensional metals and the illusion of hand-hammered metal as achieved by Benjamin Moore's Molten Metallic paints. Gray has grown to where it will stand on its own or with a pop of color; it's the buzzed neutral for 2014. Look for a Grisaille redux . . . 18th century toile painted entirely in shades of Gray creating a dimensional effect.

Design

Design a la Mode

How do we hide the TV? It's an age old question that keeps recycling. After the early days of television when it was a proudly displayed status symbol, the TV was hidden behind console doors. In the 80's and 90's TV's were hidden in armoires. With the advent of flat-screens they became proudly displayed like a piece of art. Now that flat-screens are ubiquitous and people are returning to the smaller screens of computers and iPads to watch movies and their favorite TV shows, the age-old question returns . . . how do we hide the TV? How do we camouflage that gaping black hole on the wall?

Design a la Mode is like creating an ice cream sundae for a home. You begin with the basics of a bowl and scoops of ice cream or neutral furniture. Then you add the pizzazz . . . nuts, fudge, whipped cream and a cherry on top. The cherry is that quirky, unconventional item that brings a smile to your face. It's a surprise and a giggle. The nuts, fudge and whipped cream are the accessories; the pillows, wall decor, lamps, throws, etc. The ice cream is all right, but the toppings are what one loves and everyone loves different toppings. The toppings are what make a room special.

Seasonal Refreshing, de rigueur in the first half of the 20th Century, is making a come-back. With neutral basics being ubiquitous, it gives an energizing jolt of seasonal colors and vibes to a room. A century ago summer and winter slipcovers were seasonally changed along with pillows, throws, rugs, bed coverings, bath towels, and table linens. New colors and patterns to complement the seasons revitalize not just rooms, but they also invigorate the occupiers of the rooms.

Design Elements on the Rise for 2014:

- Lots of Texture and lots of **Luxe Embellishments**, both sheen and matte. You will see velvet, satin, silk, lace, beaded embroidery, buttons, fur, feathers, sequins, glass beads, ruffles, tassels, shimmer.
- **Texture-blocking** will replace color-blocking with a variety of textures that adds tactile interest. It's not just squares anymore. Blocking has grown-up from regular shapes to irregular geometric shapes.
- **Tailored details** such as cording, pin-tucks, pleats add depth and visual interest.



Home Accents Fabrics –
Digital Printing

from around the world creates a sensual mélange of textures and finishes. Cecile Corral in *Home Textiles Today* says that if pillows are the lipstick of a room, then Poufs must be the blush. They add a splash of color, are affordable and fashionable, with the function of extra seating. Poufs, traced back to Morocco, were taken on caravans; easy to transport, functional, and durable.

- **Digital printing** technology is hitting a competitive price point to go mainstream. The faux textures it creates make a big statement of illusion, inviting the hand to touch and feel. Watercolor painting effects produce artistry on fabric.
- Watch for zing and **creative interpretations of geometrics**, grids, graphic patterns, Greek keys, fretwork, angular motifs, checks, stripes, houndstooth, chevrons, and lattice.
- Paisleys, scrolls, vines, and florals will take on a **bolder appearance**. Heritage patterns and prints will be re-scaled and re-colored, along with elements of nature, both land and sea.
- The exotic allure of **cross-cultural treasures**



Jonathan Adler –
Moroccan Pouf



Poetique – Marrakech
Modern Pouf

Marketing

New Ways to Reach Customers

Did I see you in the ad for Brand X?

Traditionally, marketers dealt in aspiration. Put a product on a beautiful model, shoot it artfully, and consumers will yearn for it even though they know they'll never look as good as the model. Conundrum . . . consumers trust strangers more than they trust brands. According to Christina Brinkley, more brands now want **you** to model their clothes. Brands have discovered that consumers who click on "real-people" are two times more likely to buy than people clicking on a model's photo. Brands are converting to real-people photos hoping to cement relationships with customers and sell more merchandise. One Brand received 27,000 photos via Instagram within six months. This is an easy transition to table-scaping, bedding, etc.



Shoes – consumer photo

Welcome to our Showroom . . .

The Container Store and Nordstrom are role models for retailing. Online stores are eating away at in-store sales, according to Warren Shoulberg's reporting of Harvard Business School's Walter Salmon. Salmon predicts online sales to represent 40% of apparel within a decade.

Customers want convenience, information, assortment, good pricing, ambiance. "Internet shopping satisfies most of those needs most of the time for most people," according to Salmon. He said that online gains will necessitate fewer and smaller retail stores, hence they will evolve into "showrooms."

"Showrooming" could be a strategy onto itself; selling try-on items such as dresses and suits. Staffing would require well-paid, knowledgeable people who can answer questions, allowing for smaller stores with less inventory. The Container Store has already adopted this model.



Nordstrom

Also, look for a move away from high-low pricing. Consumers prefer fair pricing to deceptive pricing. Salmon said that the best fair-pricing model is Nordstrom. They price their goods to sell and rarely have sales. And, their customers know this.

But, how will it fit?

The prediction that 40% of apparel will be purchased online within the decade is plausible, but what about fit? Online clothing retailers are challenged with low conversion rates and high return rates. Enter . . . Fits.me, the virtual fitting room. Input your height, weight, waist, bust, hips, arm length, then choose your clothing item. Fits.me offers a range of sizes and shows you how each fits YOU. A few tightness wrinkles on the smaller size. Sleeves too long on the larger size. You get to see it. It's convenience, information, and breadth of assortment.



Fits.me – Virtual Fitting Room

Environment

One with Nature & Reincarnation



PolArt - Plastic Armchair

who are non-roughers . . . Nature on a Silver Platter. The luxury of an air conditioned two-bedroom, en suite tent with majestic mountain vistas and Chef prepared meals served by the camp's butler. It's 5-star camping with gourmet s'mores around a roaring campfire.

Reincarnation

- A new mantra among younger architects is to revitalize, functionalize and beautify the old rather than tearing it down, as in NYC's High-Line. It



New York City's High-Line

recycling, and community building through technology will create a multifunctional reincarnation of space.

Middle Eastern *continued from page 1*



Kevin O'Brien Studio - Moroccan Velvet - Moroccan Tile Inspired - Pink/Gold

One with Nature There's a desire for a direct conversation between the indoors and out as the desire to be one with nature continues to ramp up. We coordinate and complement color palettes with those of Mother Nature. Permanent floral bouquets require the touch-test to determine whether they are real or faux. Technology has created materials and fibers that permit the mirroring of indoor fabrics, rugs, and furniture that are impervious to the outdoors, yet with the hand of the real thing. Again, the touch-test; wood or plastic?

Camping is catering to nature lovers



Clayoquot Wilderness Resort, British Columbia

was elevated train tracks, abandoned for decades. The High-Line today is the go-to green space to rejuvenate, stroll, appreciate the indigenous landscaping, relax and enjoy the views across the Hudson River. Or check out a myriad of new restaurants and shops that have recently opened.

- This same mantra is working on funding to re-purpose 13 acres of underground trolley turn-arounds, abandoned stations, tiled walls, and tunnels on the Lower East side, to be called The Low-Line. Their mantra of being green,

In April I was invited to Marrakech as a member of the media to attend an Artisanal Exposition and visit artisans in their ateliers. Chosen to exhibit at this Exposition were 70 top artisans in each craft category from Marrakech and Fez. Also on the trip were six wholesale buyers; three each from the US and Europe. I shadowed the buyers as they met with artisans in their Marrakech ateliers. It was fascinating to watch the artisans ply their craft from inception to execution. Equally fascinating was witnessing the interaction between artisans and buyers, discussing the desired alterations to transform an item from traditional style to one that will appeal to US and European buyers. The end products, fitting comfortably into any western home, still referenced their heritage. Morocco's artisans have maintained the generational integrity of their inherited and honed talents. They work tirelessly to carry on their traditions while at the same time, reinventing them.