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The Trend Forecaster



JILL SANDS, CMG

Shifting Gears in the 21st Century

Once we overcame the Y2K scare, the first decade of the 21st century followed in step with the end of the 20th century. No major revelations or revolutions. However, as we enter the second decade of the 21st century I feel the ground trembling. Changes are gathering speed and approaching the tipping-point. Business-as-usual has disappeared and we are shifting gears.

Following are excerpts from Richard Florida's *The Great Reset*, Color Marketing Group's Fall 2010 Conference, Paul Worthington of Wolff Olins, and Daniel Pink's *A Whole New Mind: Why Right Brainers will Rule the Future*.

In the past 150 years we progressed from the Agricultural Age to production workers of the Industrial Age. Now knowledge workers of the Information Age are passing the baton to creators of the Conceptual Age, allowing us to focus on invention and creation while outsourcing much of the execution.

Speed will dominate the 21st century. The brands that act and react in real time will have the edge over those who cannot. "Agile Development" means working in sprints of two to six weeks vs. the yearly cycles of yesteryear. The 21st century will demand problem solvers; thinkers who can strategize holistically. For every business that might be killed off, there's another just waiting to be created.

Through history there have been economic peaks and valleys. Times of crisis reveal what is and isn't working. Dysfunctional systems fail when innovation, creativity and entrepreneurship remake the economy, enabling new periods of economic growth.

Richard Florida, in *The Great Reset*, attributes the Long Depression of the 1860's to 1890's as giving birth to modern life with steam and gas engines, steel, the assembly line, electricity, telephone, and railroads. This moved man from an agrarian to an industrial society, from farms to cities, from horses to rail, and to factory production. It was the beginning of our consumer society.

Historically, there's always a spike of new inventions after a depression or reset. This revolutionizes existing industries and creates new ones. Richard Florida feels we are in a period of Great Reset. He defines Resets as periods

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Cyclotte Stationary Bicycle

Trends

New Twists on the Tried and True

Putting your signature on the way you live is the definition of your "home." Looking to 2012 we'll want cozy and romantic. No one can afford to take risks, so we will see more creativity with new twists on the tried-and-true. We'll see more accessories and furniture that "play well with others;" pieces that easily complement or integrate with existing elements in a home, both in color, design and pattern creating our own style.

Ode to Mother Nature . . . She is honest, constant, classic, and creative in color and color combinations. Ever popular are the three B's (Birds, Bees and Butterflies) plus Dragonflies. Taking center stage will be Song Birds, often pen and ink rendered in sepia tones or purples. Each of them represents flight, symbolizing escape from the frenetic travails of our daily-ness. Organic materials and natural forms include shells in all shapes and sizes, deer and moose antlers and animal horn. Plus, faux animal skin (especially leopard), leather, fur (mostly faux), feathers and coral, for its color and free-form shape. In the flora category we'll see bleached pine cones, birch bark's black and white . . . a nice contrast to poppies which were everywhere at Maison et Objet. Poppies are beautifully graceful, simple, and their corally-red coloration is very on-trend.



Metropolitan Museum of Art— Dragonfly Pin



Apron

Modern Romance – Think early 1960's . . . Mad Men. Modern Romance with layers of peek-a-boo lace, open weave fabrics and velvets. Flirty curves and full-fabric drapes. Dreamy, floaty fashions influenced by Mad Men (visualize Betty Draper in a full skirt with her hour-glass figure). Florals with romantic colors and themes. Pearlescent and reflective surfaces – mercury glass, shimmer vs. shine, soft metallics and warm metals. Romantic glows are achieved with layered lighting (floor, table, overhead and up-lights) creating a feminine mystique. Kitchen Chic flaunts mid-century, ruffledly aprons, tabletop and other kitchen textiles. Colors are soft with dusty hues of pinks, plum, light and darkened blues, and all values of gray.

Express Yourself No rules! Listen to your inner instincts. Make your home YOU-nique, evoking memories like a photograph. Traditionally timeless styling is simplified, modernized and re-colored, combining architectural elements and styles from neo-classic periods. Its clean, fresh looks belie its historic heritage. We'll be looking to the past, using its influence and updating it for the future with simplicity, color and pattern. Paired with men's suiting patterns (Mad Men, again) and crisp white painted molding it easily transitions to contemporary or traditional. Combined with hand-crafted ethnic influences, distressed surfaces and animal prints. Look for furniture painted in multi-hued stripes, patterns, and flags. Remember, "Perfection can ruin a décor."



Newport-Layton Home Fashions - Winstead

Heritage – Internationally, cultures will be looking to their own past as influence in décor. We'll all be integrating our own cultural heritage with those of other cultures. We will take the essence of those cultural elements, re-coloring and re-sizing them to create unique interpretations to fit

Trends

New Twists on the Tried and True

our lifestyles of today. In the US we'll reach back to Native Americans for their rich patterns and colors. Feathers and totems will hold a strong influence. Look for stacking as representation of totems. Also, look for industrial icons. Moving toward 2016 and the Rio de Janeiro Olympics, the indigenous peoples of South and Central America will strongly weight color, pattern and design. Flag patterns of the Stars and Stripes, England's Union Jack, and France's tri-colour will decorate furniture and accessories. Hand-crafted ethnic influences include embroidery, jumbo knits, reverse appliques, Suzani, paisley, ikats, toiles. Look for calico which is trending in.

Mid-Century Vintage – Built-to-last factory parts and pieces are re-purposed for function and fun. Nostalgic gears and industrial parts have become collector's items since our factories of old have moved overseas. Look for tables on wheels, gear lamps,



Anthropologie – Radiator Chair

freezer latches, etc. Trunks were everywhere at Maison et Objet; mirrored, cowhide, or painted. Some displayed as coffee tables or re-purposed as drawer chests. Trunks are a symbol of transition in our lives. A mix of textures and materials add pizzazz without commitment to color. Hues are mellowed grays, complemented with old brick, pewter, gold, kiwi and aubergine.

Architectural Engineering and Contrasts – Look for simplicity with exciting, outstanding touches of chic styling. Simple, but such elegantly casual looks belie intense behind-the-scenes engineering. Everything matches up perfectly; the ruffles, angled stripes, asymmetrical lines, pin-tucks, draping, and oversized zippers with decorative pulls. The distinction between fashion and home décor has become a blur; what you see on the runway today is in

home décor tomorrow. The "it" colors are in combinations of bar-code stripes, blocking, and circles. So unpretentious, yet so outstanding. Tiresome matchy-matchy is long gone! Contrasts whip up our creative juices . . . Rustic and Formal, Town and Country. It's Simple and Elegant.

Design Student Workshops

Design students held their own workshops at the most recent Color Marketing Group conference; segregating them from the influence of CMG member's workshops. Born in the late 1980's, they are members of Gen Y. Following are tidbits from their report-back:

- ◆ Slow Speed – Everything else is speeding up and they want to slow down as they seek balance in life.
- ◆ Face-to-Face – They're searching for a humanizing approach to life. Acting with ecological responsibility, they want to reduce their carbon footprint.
- ◆ It's about the Story - Items with an inspiring history enhance the craft to create a better story. The process, the art of making things, is as important as the item itself giving it true and genuine characteristics.
- ◆ Complex Simplicity – The brain can only translate so many bits per second before overload set in. They are simplifying life to be ready for future change. The world is changing and one must be nimble. Don't get hung up on the details . . . look at the whole picture. A holistic approach.



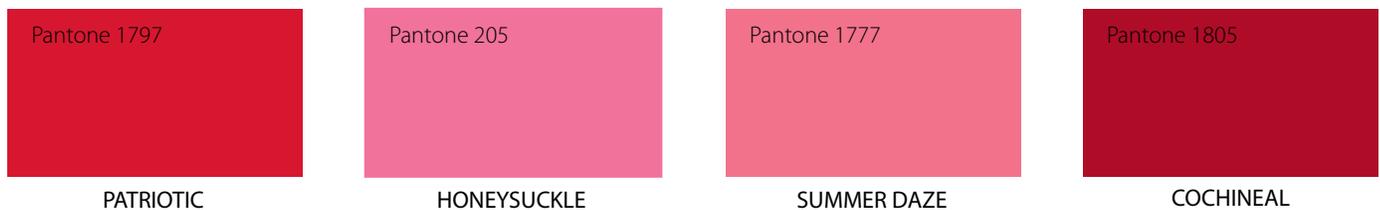
Traditions by Pamela Kline –
"Indian Trade"

The Future of Color is in the Combinations

The future of color is that all colors “play well together” for it’s all in the combinations! What began as a convergence of Consumer and Contract Colors is leading to a convergence of World Colors. We have awakened to the cultures of Asia and we are awakening to the cultures of South and Central America. This leads to the Question: How do you integrate these disparate colors? Answer: In combinations of bar-code stripes, dots, patterns and prints. Colors will be presented as stories. Right color stories will replace right colors. Stories speak to the hearts and souls of the consumer.

The inspiration for all colors will be from Mother Nature. Who else possesses such a history of success in color stories?

Red will illustrate global textile influences. We’ll see more pink, a warm orangy red, coral, and earthy brick tones, all gathered from a summer garden. Pantone chose as their color for 2011, Honeysuckle pink, an international hot pink.



Orange is vintage and earth inspired, ranging from a pastel peach to tangerine and rust. Look for copper, spice, terra cotta, leather and henna. In Europe it is treated as a neutral.



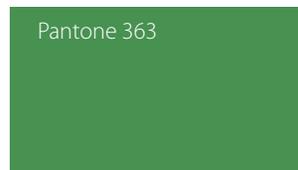
Yellow is a happy hue adding an uplifting boost to our daily-ness. You’ll see glimpses of saffron, mustard, harvest gold and honey. Honey is organic and reminds us of the recent devastation of bee hives. Color Marketing Group has selected Honey Moon as the color for 2011, reflecting a softer, golden palette in support of a returning economy, security and happier times.



Green is symbolic of growth, youth, renewal and balance . . . all of great importance for the next decade. Green blends with everything and anything; just look outside! Herbs and Nature will assert the greatest influence focusing on Lichen, a grayish-green moss. Lichen is a tenacious survivor as we all are resolute in our personal survival. Also, look for creamy lime and a grayed olive inspired by the military.



LICHEN



GREEN THUMB



MILITAIRE



KEY LIME

Blue is pure and trustworthy, evocative of hope, sincerity and tranquility. Navy and denim, both world colors, will continue to strengthen. Also look for a saturated sapphire (Avatar) and a range from cobalt to teal, strongly influenced by the Caribbean and other ethnic cultures.



NAVY



COBALT



TURQUOISE

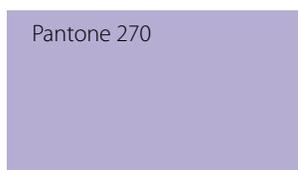


BERMUDA

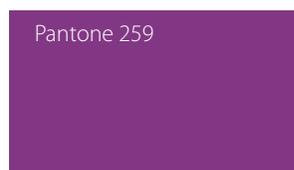
Purple is trending in a number of directions indicating it's becoming a neutral color. Neutralized by black, purple emotes dark romance. Grayed, it surfaces as dusty orchid, amethyst and opal. Also look for plum, raspberry and grape soda hues.



ROMANCE



ORCHID

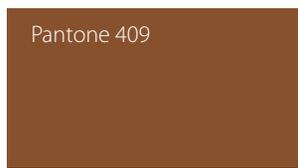


GRAPE SODA

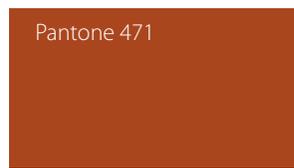
Brown will express less gray and more orange; earthy and cozy. We'll see authentic leathery brown in its beauty and simplicity in addition to buckskin. In lighter tones we'll see soft cashmere, raw wood and camel (including the traditional camel hair coat). In the mid-range, caramel and copper will dominate.



CAMEL

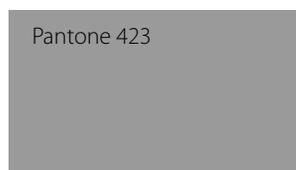


LEATHER



RUST

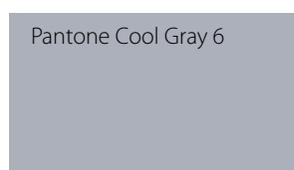
Gray is a perfect backdrop for other colors; neutrals, mid-tones and brights. It is grounding and secure. Finishes are focused on matte. (In Paris I saw a dark gray matte-finished Bentley; the first time I ever saw a new car with a matte finish.) Gray will range from silver, pewter, slate, steel, and oxidized metals to charcoal, cement and smoky grays.



SMOKY



SLATE



PEWTER



CHARCOAL

Design



Striped Sandal by Balenciaga

Youth of today will provide a strong impact on design for they are resourceful and uninhibited. Their approach to the design process will result in more integrated and collaborative creations. They will draw from the best of eras, styles and world cultures to create new fusions with a mix of unexpected materials. The result will be edgier products, fashions, and interiors; all very individualistic. To quote Katherine Hepburn, "If you obey all the rules, you'll miss all the fun."

Raised on Lost and Survivor, Gen Y is embracing escapes into nature; a trend toward things homegrown. Their home is their refuge in this New Ruralism. Looking Inward gives comfort, for Outward is a world of uncertainty. They are rejecting bling, moving from glitz and glam to the longevity of Heritage.

Look for a casual approach with Adirondack-Lodge elements: antlers, horns, plaids, pine cones, birch bark. Natural materials with their imperfections (rusted, calcified, weathered) and fabrics without sheen.

Pattern Blocking is an unrestrained form of patchwork. Typical patchwork is very regimented in its pattern and fabric selection. Pattern Blocking utilizes random fabrics of random dimensions often pieced together in a de-constructed manner. Originally, patchwork in America used leftover fabric or scraps of old clothing. Using pieces of a wedding dress, shirt, christening dress, or table cloth told a wonderful story of a family's heritage.



Wildfire Bedding by Anthropologie



Photo courtesy of Maggie Coblentz of Ryerson University, Toronto

Honeysuckle, a hot pink, is Pantone's Color of 2011. Chosen annually by polling designers worldwide for their forecasts, Pantone predicts that Honeysuckle has a broad appeal for product categories internationally, from tabletop and pillows to nail polish. Tom Mirabile of Lifetime Brands (Cuisinart, Mikasa, etc.) refers to Honeysuckle as "Mad Men" pink; saying there's a retro aspect to it that's going to be very popular.

Miscellaneous

Trust – A *New York Times* weekday edition has more information than anyone had access to in a 17th century lifetime. People actively consume 43 hours of media in a 24 hour day. Bombarded with 5,000 messages a day, we allow only 1% to get through. And, of that 1% we Trust only 4%. Trust is the operative word. People have a burning desire to Trust. They don't Trust messages, but they do Trust their friends and the power and influence of social networking.

Re-purpose – Historically, as trends mature they become invisible. Technology in our lives has become invisible. We now take for granted the daily, silent miracles computers play. Green items are becoming invisible for as the trend matures their color, design, and price becomes comparable with everyday items. Re-purposing is a growing trend. It's the creativity of finding new purposes for items that have passed their prime. Glamour, a fashion design company in Montreal, re-purposes men's silk ties as vests, hats, and scarves.



Glamour Designs – Montreal – Silk Tie Vest

Shifting Gears *Continued from page 1*

of shifts; that shift populations, economics, transportation, housing, etc. realigning where and how we live and work. Eventually a Reset ushers in a whole new way of life. It redefines our wants and needs with new models of consumption to spur the economy. This enables industry to expand and productivity to improve. A whole new way of life becomes the new normal. Florida feels that our current Reset is preparing us for major changes; that as we emerge, the speed of change will usher in the Creative Age.

At Color Marketing Group's Fall conference the workshops provided a plethora of information to expand one's thinking. Following are a few tidbits: 1.) A glue that mimics Styrofoam has been created from mushrooms and is used by Steelcase as corner protectors in their packaging. 2.) We are entering the Creative Age. The Creative Age is based on the value of questions vs. the *answer!* "Listen to the person who comes with questions rather than answers." 3.) Industries are drying up as our economy shifts from manufacturing to service to self-service. (Case in point: Netflix who is moving from mailing DVD's to streaming movies directly to your TV.) 4.) Graphene, at one atom thick, is stronger than steel and harder than diamonds. It conducts electricity and heat. It consumes less power in wireless devices and is being tested as a building material for aircraft, cars and buildings.

In *A Whole New Mind; Why Right-Brainers will Rule the Future*, Daniel Pink foresees a shift from left brain to right brain importance based on Abundance, Asia and Automation. *Abundance* has increased our standard of living, but are we happy with all of our stuff? (The US spends more on trash bags than 90 other countries spend on **everything** and self-storage is a \$17 billion industry.) *Abundance* has made us obsessed with design. Reality shows and the internet make it possible for anyone with a computer to be a designer. Items no longer sell just because they're on the shelf. Everyone is looking for color, design, and function. Asia is providing us with more than just factory laborers. We are outsourcing many left-brain tasks to India: software, financial analysis for Morgan Stanley, US tax return preparation, legal research, and the reading of CAT scans for US hospitals.

What remains? Thinking holistically remains indispensable. Focusing on the invention while outsourcing the execution. Change is inevitable. It's evolve or dissolve!



Marketing

Rise of the "Sheconomy." Women are the next emerging economy. Currently women: make 85% of buying decisions, hold 51.5% of high-paying management and professional positions, and have a third more graduate degrees than men. In Atlanta and New York their salaries are 121% and 117% respectively higher than men. And, 35% of wives earn more than their husbands.

What does this say about marketing to women? You need to! Marketing to women is Relationship Marketing. Sell to a guy and you make a sale, sell to a woman and you make a customer. But, get it wrong and 62% of social network sharers share what you got wrong. (from Booz & Co., in Time magazine, by Belinda Luscombe.)

Dolls - Young girls have been ditching their dolls by age 7. Historically dolls help girls role play, resolve conflicts and develop relationships. Taller, pre-teen dolls with stylish clothes are being marketed as BFF's; a companion to relate to and identify with. (information from Ann Zimmerman of the WSJ)

Role-reversal in marketing. Remember when manufacturers told consumers what they wanted to buy and why? Through social networking and blogs, more educated consumers are now telling each other the advantages and disadvantages of products and what they should buy or what they should avoid? And guess what, the manufacturers are listening . . . or they should be!

21st Century Predictions:

- ◆ Post Office will disappear. They are deeply in debt due to email, FedEx and UPS who have usurped the minimum revenue needed to keep the post office alive. The majority of mail is junk and bills.
- ◆ Checks will disappear, replaced by plastic and online transactions. Checks cost banks billions of dollars a year to process. Britain plans to do away with checks by 2018.
- ◆ Newspapers are not read by Gen Y and Z and fewer people are reading print editions. The future will find us all reading them online and paying for those e-subscriptions.
- ◆ Books downloaded is only about 1% of all books, but growing at a rate of 167%.
- ◆ Land Phone Lines will totally give way to cells.
- ◆ Music downloaded now accounts for 20% (though 95% are illegal downloads). Eventually, CD's will go the way of tapes and records.
- ◆ Television is still watched, but more is being streamed from computers allowing viewers to decide what and when to watch. Game playing takes away from actual "watching," which hits the bottom line of both networks and cable.



Provence & Fils – Faux Livres –
Verlaine Q322

International Update:

China dominated the world in invention and economy until the Ming Dynasty of the 16th century when their economy began to stagnate and they had a negative savings rate. Their economy fell as the West was emerging from the Dark Ages into the Renaissance which began the West's domination of the world. As the 21st century dawned, the balance of power began returning to China and the East. (Niall Ferguson, Harvard professor of business)

- ◆ In China 400 million people speak English (more than all of North America)
- ◆ China has more billionaires than any other country
- ◆ More people in China are on-line than there are people in the US.
- ◆ Simon Cowell's "Got Talent" heads to China, sponsored by Proctor & Gamble
- ◆ China's strategy of 4-Mores: Consume More, Import More, Invest Abroad More, and Innovate More (7 years ago they opened 300 design schools)
- ◆ China plans to be the world leader in green energy technology
- ◆ China has overtaken the US as the world's largest auto market. Demand is projected to rise tenfold.
- ◆ China consumed 46% of the world's coal last year
- ◆ China used twice as much steel as Europe, US and Japan combined.
- ◆ Patent applications from China, India, Japan and South Korea exceeded those of the West.
- ◆ Singapore's GDP is 21% higher than the US
- ◆ At Korea University (Seoul) 40% of all courses are conducted in English.
- ◆ Sweden –Ikea gave bicycles to 12,400 employees as Christmas gifts, explaining that commuting 10 miles a day burns 110,250 calories a year, biking 20 miles a week reduces heart disease risk by 50%, and biking keeps pollutants out of the air.



"Not Made in China" – porcelain –
Montreal