

**S & S
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The Trend Forecaster



JILL SANDS, CMG

The Future is Here!

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2013 will be the tipping point of the downside of the Boomer's market dominance, passing the baton to the Echo-Boomers. (Echo-Boomers are also referred to as Gen Y or Millennials). Echo-Boomers (79 million), nearly the same in number as Boomers, were born between 1983 and 2000*. In 2013 their ages range from 13-30. They are in school, in college, working, married, parents, setting up homes, and are all honing their lifestyle preferences. They were the hardest hit by the recession; therefore, they are the most fiscally cautious. Even though many are waiting to marry or not marrying at all, they are nesting and want realism in their homes. Most were of voting age in 2012, they are more likely to be urban, and they all grew up with technology. Millennials are also more accepting of ethnic minorities and diverse lifestyle preferences. Harvard's Marshall Ganz said of November 2012, "It was an election in which the future won over the past." It's also been predicted that the 2013 trade shows will be remembered as the moment when the tastes of the Millennial generation moved to the forefront. As one pundit put it: The Future is here. Wishful thinking doesn't work. It is what it is . . . address it. China and the rest of the world will be addressing these same issues.

One area in which the future and the past agree on is Size . . . The world is getting smaller. And, Smaller is Better. The economic debacle of 2008 created a reality check for everyone.

Boomers (age 49-67) are downsizing and often are selling both their first and second homes for one that fits today's reality. Millennials are living within their means. Both demographic groups want scaled down, yet stylish environs tailored to fit their personal definitions of luxury. Restoration Hardware must have been listening, for their recent ad



Restoration Hardware

is a perfect summation. "The World is getting Smaller . . . we've scaled down our entire collection to offer sizes that work beautifully in more intimate spaces. Same design aesthetic. Same quality. Same craftsmanship. Only smaller."

*Originally Gen Y was those born from 1980-94, but demographers have changed it to 1983-2000.

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Design

"Fashion is Over Quickly. Style is Forever."

"Design. It moves the market. Creates trends. Infuses energy. Makes the functional fun. The ordinary, extraordinary. The exceptions, exceptional. Design breeds innovation. And innovation unleashes the New. New Differentiates. New drives business . . ." (NYIGF) Where would we all be without design moving the market? What designs are moving the market in 2013 and beyond?

Nouveau Vintage, the classics reinterpreted for today; classic elements with an eccentric twist. They'll be sophisticated, with humor and style; possessing both a sense of history and a modern feel. Traditional with a feminine mystique. And look for counter-play . . . old design with new colors and surprising ingredients. Contemporary angles with an aged patina. According to Bill Cunningham (fashion photographer and writer for the New York Times), "Take classics and twist them around for a new generation who are not about to give up freedom . . . whether in fashion or home." Nouveau Vintage pieces will be completely functional. Remember, Gen Y can't afford fluff; everything must function.



*Stray Dog Designs-
Lisa Glass Lamp*

Homage to Mother Nature, who will play an important role in design elements as she has in the past. Think leaves, vines, scallop shells. Feathers flutter, tickle, and are all the rage. Look for design imitating nature's nuances: waves, sand dunes, ancient limestone walls, fish scales, animal skin. Patterns will highlight bark, geometrics, treillage. Think also of mementoes of the natural world as in turtle shells, antlers, vases of dried flowers, pine cones, forest greens.

A Layered Mix in a room creates new discoveries with added depth. What's a layer? Layers are the added elements that make a room unique to its owner. Think of a piece of painted vintage furniture that's peeling. Look at the layers of colors and think about who painted it and when. It's similar in a room . . . layering a pattern, texture, a little shimmer, a special flea market find, or something from an exotic trip. Each adds to the room's unique story and style. "Style is very personal. It has nothing to do with fashion. Fashion is over quickly. Style is forever." – *Ralph Lauren*



Creative Co-op-DA 0525



*Isabelle Erize - Avignon, France
Taj Wood & Scherer*

Also look for:

- **French Classicism** – French it up for French is always chic
- **Modern Ethnic** – a collage of ethnicities connected by color or line.
- More people are traveling to exotic places bringing home inspirations from their adventures.
- **Fanciful Asian motifs**, contemporized for today's living.
- **Mind and Spirit** – a new sense of internal security and serenity. Individualism.
- **Shimmer and Shine** – a hint of metallic gives a room a special glow; whether it be Lurex, iridescence, lacquered walls, or mercury glass.
- **Cheap Chic** – if it's done well, no one will ever know the cost. It's your secret . . . just say, "Thank you!"
- **Simplicity** – Knowing when to stop!!!

Trends

Traditions are a Counter-Balance to Technology

What's an antique? What's a vintage item? Depends . . . are you a Boomer or an Echo-Boomer? If you're an Echo-Boomer a vintage item could be from the 1980's; an antique from the 1960's . . . which makes many of us antiques!!!



Made Goods
Stella Abalone Mirror

There's an enthusiasm for relaxed entertaining; both the hosts and the guests. Perfection has lost its caché. Look instead for rooms that feel good and reflect the way we live . . . with total function. Sofas for napping, chairs that can be pulled over when friends drop in, small tables which can be moved to serve more people.

Design will go back in time without stopping time. No more 18th century or whatever decorating. Homes will create a time-flow which produces a pondering . . . is it old? How old? Or, is it new?



We're seeing strong influences in Traditions and Traditional elements. Family traditions are a counter-balance to Technology. Elements of traditional décor will be re-sized, re-colored, and re-purposed breaking through any stereotypical bounds.

Snuggle Chic is Jonathon Adler's reference to the in-trending desire for comfort in homes. Snuggle Chic is a mindset. "A home can't be happy unless it's comfy." Home comfort is becoming a scientific art and a dominant form of self-expression, with the conclusion that what works for you won't necessarily work for me. Millennials feel liberated in everything they do and want comfort in all they do: fashion, travel, dining, work. Of utmost importance is comfort in their homes with form and function being inseparable.

Similar to Flappers post-WWI, trading 7-layers of under-clothing for short skirts. Or libbers burning their bras post-Betty Draper 1950's. They were mutinying against others telling them how to dress and how to furnish their homes.



Dransfield and Ross
Colorfield

Could be old design with new color and hardware or new design with worn paint and old hardware. Look for things that tell a story. Look for imperfections. Ikat's distinctive blur imparts a sense of being handmade and not quite "perfect." Faded and tired looking items emote a tale to tell. Handmade and natural items add life to a room. Softened lines are more inviting. In fact, living rooms haven't been this cozy since the 1970's when shag rugs and throw pillows lured us to the floor.

Romance! Is there a city more romantic than Paris? Close your eyes and envision walking across le Pont Alexandre at night, viewing le Tour Eiffel's light show! There's a renewed emergence of romance and adornment recalling some of the most decorative periods in history . . . Baroque, Neo-Classical, the Romantic Era, and the 2nd Empire.

The genesis of Romance was Woody Allen's "Midnight in Paris;" being transported every evening to experience life in La Belle Epoque. Propelling Romance! is the new exhibit at Musee d'Orsay, "Impressionism and Fashion," (coming to the Met in

Continued on page 6

Garden Colors—Never Out of Style

Color inspiration is coming directly from Nature and Gardens where pattern and color never go out of season or out of style. In a garden, warm and cool tones play against each other. Earth tones are mixed with brights and whites. Look for tone-on-tone patterns as in flower petals, leaves, and shadow-play. Also, tone-on-tones tortoise shell, shagreen, animal skins, and tree bark.

Color Marketing Group's (CMG) color for 2013 is RE-Blued (16-4127); playing on REcycle, REnew, REwind. It's mid-range, reminiscent of clear skies and warm seas. Colonial roots give it a familiar feeling with a fresh face.

Pantone's 2013 color is Emerald (17-5641), a throwback to the '80's, is already showing up in furniture, accessories, tabletop, and kitchen. Pantone's Lee Eiseman said that Emerald is just fusty enough to feel retro-fresh. Emerald is lively and luxurious.

Black will return as a Neutral Ghost, shading other colors into a new darker palette . . . blackened purple, ruby, emerald, and gunmetal. Also look for lots of Black and White.

Red—Women look great in red rooms, which create warmth and drama, especially at night. Reds are fun, vibrant, and energizing. Look for deeper, richer reds in 2013.



Pantone 711

DEEP CORAL



Pantone 187

POMPEIAN RED



Pantone 485

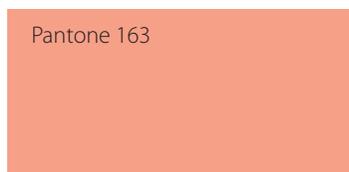
MOLTEN LAVA

Orange—Oranges will be warmer, working especially well with both gray and brown neutrals. It can be cranked up or toned down by the influence of its playmates. Warmer oranges also pair well with blue; such as CMG's RE-Blued.



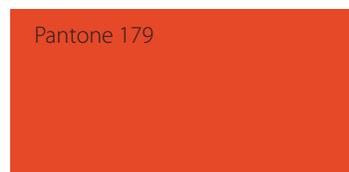
Pantone 7417

PERSIMMON



Pantone 163

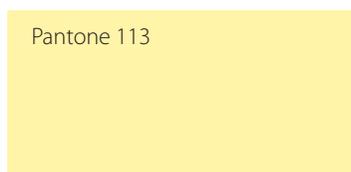
TROPICAL PUNCH



Pantone 179

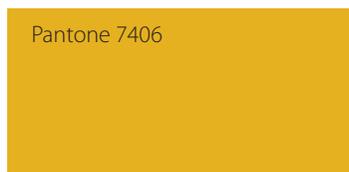
INSPIRED BY FIRE

Yellow—Yellow is the number one color for kitchens . . . both a sun-warmed neutral and a zesty lemon. Yellow conjures up delicious things, adding a feeling of sunshine to everyone's life. It's sunny, bright, and cheery. It's warm and inviting. Yellow diamond jewelry sales are booming and referenced in a hit Rhianna song, "Yellow diamond in the light." Versace's new perfume fragrance is Yellow Diamond. In China, where the sale of yellow diamonds is soaring, the color yellow is associated with money.



Pantone 113

ZEST



Pantone 7406

TUSCAN GOLD



Pantone 600

YELLOW DIAMOND

Green—Greens possess a feeling of nature. Of being healthy and alive; like a fresh salad of mixed greens. Neutral greens (sage, celery, celadon) play well with everyone! Green rooms can be dressed up or down and they look good in any light. Look for cooling blued greens to trend into 2014 and beyond.



AQUA



FENNEL



CACTUS GREEN

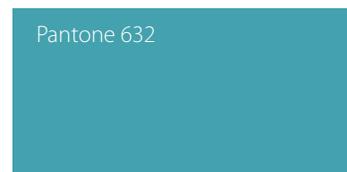
Blue—Blue is continuing to build and is on-trend to become the dominant color. What's driving the rise of blue? Global and environmental issues regarding clean water and air. There's a trend to warmer, tropical, aqueous blues with a touch of green. They are regarded as relaxing and calming. We'll see more blue tones (gray added) used as powerful complements. There's a blue for everyone. It is restful, calming, and fresh . . . makes you want to take a deep breath.



HERITAGE



PEACOCK



TURQUOISE

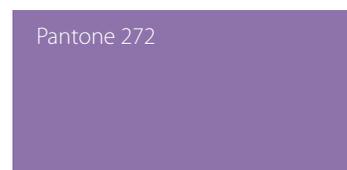
Purple—Purple is making a stronger color statement. It has moved through the house and is a welcome resident in all venues. We'll see more Blue-Purples and Red-Purples; both the warm and cool versions of purple. Think berries! Look for it complemented with whites and neutrals.



BURNISHED VIOLET



BERRIES



PURPLE PASSION

Neutrals—Gray will be taking on a more secondary, accent role. It's a grounding, veiling, layering neutral. Browns are challenging grays for the role as the King of Neutrals. They will have a layering, tortoise-look. Also, look for dark browns, as in Toasted Coffee beans. Sage, Celery, and Celadon continue to be perennial neutral favorites. Look, too, for weathered pastels, delicately faded shading, and smoky-cloudy effects. Whites will be both pure and off.

Metallics—Metallics are trending to a softer, more refined finish with subtle luster and iridescent complexities. Antique golden finishes will move silver from its perch. Some goldens will take on an amber, rosy tint. Look for brass with a warm finish signaling a return to simpler times. Sequins, glitter, and reflective finishes will continue through 2013, though more subtle and restrained.

Major appliance manufacturers keep trying to introduce new colors, but over 80% of sales continue to be stainless steel.

Trends *cont.*

February) and the newly released "Anna Karenina." Interestingly, both Impressionism and Anna Karenina took place in the same period.

In the late 19th Century a burgeoning middle-class was moving to cities. Their desires for fashion and style gave birth to department stores and fashion magazines. (Manet and Renoir painted women reading fashion magazines). Fashion influenced art and literature with writers describing colors and styles and artists painting them; which helped sell their art. Artists worked with seamstresses on details of clothing, consequently, developing vast wardrobes to dress his models.



*Kenneth Cobonpue
Knit chair*

Americans really live; humble and restrained. Like most things in life, simple is best . . . KISS.

We're taking a lesson from Nature in that "less is more." The excesses of the past and the wake-up call of 2008 forced us to review our core values and assess our lives. We're redefining "Luxury" and combining it with a new sense of simplicity; becoming more discriminating, independent consumers; embracing the essentials and discarding the excesses. Adding luxury in the way we live our lives versus the ownership of more things.

What is luxury today? Real luxury is not defined by others but is a reflection of SELF. Spending a lot of money is no guarantee of luxury . . . or taste! Luxury is defining your life to fit your needs; living responsibly. Luxury is having something that makes you happy. . . a piece of artwork, a comfy chair, a heated towel rack.

Luxury can be intangible . . . a designated day without your Smartphone, a day with no commitments, or just a little privacy. The simplest indulgences are often the most potent; maybe a corner where you sit and read on a rainy day.

Rooms are becoming more intimate and comfortable. The best living areas, no matter how grand, pay as much attention to comfort and conviviality as to style. A house that's enjoyed, used, and really lived in is the most fun. Homes will reflect everyday lives vs. infrequent dress-up occasions.

Look for sophisticated styling that's comfortably down to earth. Lots of places for putting feet up, pillows, and an interweaving of updated ethnic elements . . . ikat and suzani, herringbone and tweed, paisley and foulard, knit and embroidery. More upholstered headboards for working, reading, or playing on your devices. And, kitchens will continue to be the "command-central" of homes for staying-in is the new going-out.

We'll see greater attention to details, for a small feature makes a large impact on the perceived quality of an item. Look for contrasting fabrics and colors, multiple shades of the same fabric, decorative buttons, contrast button-hole stitching, contrast piping, nail-heads and other hardware. Accoutrements will be simplified so to stand-out. Large scale damasks, jacquards, brocades, luminous silks, velvets, foulards and paisleys, pattern-on-pattern, feathers, lace, pearls and stones. A touch-of-the-hand signals quality of materials and workmanship: tapestry, appliqués, embroideries, and needlepoint. Plus, a zoo-full of faux fur! But, all tastefully executed and knowing when to stop!

New American is a fresh approach to Americana. It's easy, relaxed and comfortable; a return to elegance and tradition, but on individual terms. It's a stylishly set table serving an entree of Mac and Cheese. Giving guests what they really want: comfortable food, comfortable surroundings, comfortable conversations. New American is the way



Go Home Ltd. - Montagne #18033

Marketing Reincarnation



SOLEIADO

Reincarnation – How to refresh a brand without losing its identity . . . without losing the essence that made it an icon in the first place? The task can be especially challenging for a brand with a distinctive look. Many companies have re-invented themselves and survived, while others have not changed and are no longer among the living. Reincarnation successes include Burberry, Souleiado, and Missoni who incorporated new materials and new concepts.

Burberry's iconic plaid gradually became less visible and has disappeared from 95% of their clothing. Souleiado's iconic Indiennes prints are missing from 85% of their clothing and textiles. When you do see an Indiennes pattern it's been overtly re-sized and re-colored.

Missoni's iconic patterns have been modernized. Think: textured zig-zag in all white or all black.

Remember, if you sit still for a moment, you move backwards. Or, to quote Margherita Missoni, "You need to evolve. If you sit for a moment you're not relevant in fashion anymore."

Mobile Fashion Boutiques – Nothing lasts forever, therefore, manufacturers and retailers must always have an eye open for change. In the 1980's the buying power of Baby Boomers began rolling through the economy like a tsunami. Department stores, which had been in existence for more than 100 years, began to lose market share as discounters grew into big-boxes. And, mail-order catalogues (Sears and Montgomery-Ward) lost out to niche direct-mail catalogues.

In the 1990's we saw the beginnings of internet commerce which has since nudged direct-mail catalogues from their perch. People, especially women, still want to shop with their hands; touching and feeling products . . . all with convenience, avoidance of shopping hassle, and being able to squeeze it into their time limitations.

In recent years we've seen a proliferation of mobile food trucks throughout our cities. Well, tacos aren't the only treats being sold from trucks. How about Mobile Fashion Boutique trucks!?!? Like food trucks they travel around town and can be located via a smartphone. The Fashion Truck in Boston is packed with jewelry, clothing, and accessories from emerging US designers. And, all priced under \$100. Lodekka in Portland, OR is a double-decker bus selling vintage clothing. Why not???



International



Islamic Art Exhibits opened at the Metropolitan Museum of Art (15 new galleries) and the Louvre (a new wing) to showcase their Islamic collections . . . 1300 years of art stretching from the Middle East to North Africa, Europe, and Central and South Asia. Islamic art is not a single artistic expression. It covers a vast geographic expanse through centuries of change and cultural influence. The exhibits present a cross-fertilization of ideas that has shaped our shared cultural heritage. Look for design elements from these exhibits on products.

As **US brands look to China** for growth, they are using more Asian models (10% of Michael Kors models are Asian). Beauty brands (Estee Lauder and Dior) are also hiring more Asian models and spokespeople.

Demographics and Ecology

Marriage and Birth Rates

There's been a strong decline in marriage rates in recent years with only 51% of adults married. This compares to 72% in 1960. The greatest decline was among less-educated Americans; only 23% married in 2012. Though 55% with bachelor's degrees married in 2012 that was a 10% decline from 2008.

What does this say? Today there are more singles and more people living together. Though still setting up households, these households will be smaller and simpler.

2012 was the first time that ethnic minority births topped 50% of the nation's total births. This is telling us that younger generations are much more accepting of diversity and that with a rising number of multiracial children, we are on a path to becoming a beige society.

Who's Next???

Over the years we've talked much about the Boomers, Gen X, and Gen Y. But there's been little mention of who's next. The oldest is 13. Among their favorite musical groups is One Direction; this generation's British Invasion. One Direction is preppy, they actually sing, they're parent-friendly, they are cute guys advocating puppy-love, they and their fans live online, and have 5 million Twitter-followers!



One Direction

Ecology

The green trend is becoming invisible. Like Technology, it's become a part of our everyday lives, so we don't see it. It's here, it's all around us, yet no longer in our faces! Trash collectors use "no-sort" recycling. Shoppers bring their own grocery totes. The slow-food movement is morphing into Agri-Tourism and Agri-Hotels, long popular in Italy.

Alice Waters (Chez Panisse) initiated the **Edible Schoolyard Project**, embraced by schools across the country. It teaches kids a seed-to-table experience with hands-on cooking classes. Foods grown in school gardens, tended by the students, are used



Kenneth Cobonpue

in the school's cafeteria.

Green is growing in all markets; from Aldi's who require shoppers to bring their own totes to **Ilaria Fendi** who is creating chic accessories from cast-off materials while changing African's lives by teaching them Fendi's methods of luxury production. This eco-warrior never understood why recycled products had to be cheap or amateur. Her company, **Carmina Campus**, sells bracelets made from rubber toy tires for \$320.

Handbags made from truck tarpaulins, bottle caps, reclaimed wood, vintage drawer pulls, and sample fabric and leather remnants sell for as much as \$2200. Her goals are to work with recycled materials, donate to causes, and use factories that pay fair wages and benefits.

While she's changing lives in Africa, consumers are feeling good about buying her products. Ilaria's success and the success of others is part of a growing, socially conscious, luxury movement leading to new markets . . . the fashion equivalents of Whole Foods.



Carmina Campus - Dragon Bag