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The Trend Forecaster



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OUT – Old Demographics IN – A New World. Wake-up to the Sunshine!!!

People of all ages and in all markets are constructing their own identities . . . that's correct . . . plural identities. No one possesses just a single personality. We are and have always been a compilation of multiple identities. We are children, we are parents, we are grandparents, husbands/wives, friends, family. We display various interests, activities, even personas depending upon who we are with and in what activities we're involved. Society is beginning to address us as the complex individuals that we are vs. single personas.

A Revolution in Demographics - Think of **Old Demographics** as

Old Demographics					
GI Generation (Born 1901–1924)					
Silent Generation (Born 1925–1945)					
Boomers (Born 1946–1974)					
Gen X (Born 1965–1979)					
Gen X/Millennials (Born 1980–2000)					
New Demographics					
©2015 Jill Sands					
Reading	Biking	Cooking	Video Games	Lacrosse	Shopping

solid horizontal lines that you were not allowed to cross. Now, think of **New Demographics** as the Jersey Turnpike, headed to the Shore, with 6 vertical southbound lanes. Think of each lane representing a market-specific interest (reading, biking, cooking, video games, lacrosse, shopping) with each lane having broken-lines

allowing you to move back-and-forth. This is New Demographics; the broken-lines allow you to move across all lanes of traffic depending upon your interest at the moment.

Who's to blame for this revolution? . . . Technology, of course! Just as technology was to blame for the radical changes in behavior in the mid-19th C. It was the advent of electricity and steam engines. Trains brought people to cities, new jobs were created, and the middle class was born creating a need for department stores, restaurants, train stations, lamps, and the list goes on.

Today the internet is equalizing society and no longer will Social Status be determined by the size of your home, the car you drive, or the labels you wear. The flaunting of labels is

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Design

Technology Inspiring the Future of Change

2015 will be a “defining-moment” for many aspects of our lives . . . design, technology, marketing, demographics, fashion. Historically, we’re accustomed to quasi-predictable next-steps in trends. Today we are reaching the tipping-point when technology is inspiring the future of change.

Trends will have their feet solidly planted in traditions and history, but with clean, re-calibrated looks . . . scaled-up, simplified, abbreviated, brightened, darkened, hi-glossed, etc. Look for the unexpected twist on an expected-norm, such as Jamie Young’s “Black Chalkboard Globe”; a conversation piece generating many creative thoughts and ideas as you craft your own world.



Jamie Young Company

The keys to the future lie in the past. Without our roots of history we don’t know where we’ve been. Which means we have no basis upon which to build our futures. The Romans built upon the knowledge of the Greeks while Western Europe built upon the knowledge of the Romans. Each civilization adds their own twist on previous foundations. In our own design-world we can discern elements of the Greeks, Romans, French, Native Americans, or Asians, often incorporated into one design.

The pureness of one design is 100% passé. And, oh so boring!!! Look for the excitement of individuality, for as individuals we will be expressing this freedom of choice in our homes and our fashion. Solmate Socks’ motto is “Life is too short for matching socks.”

“When you go with your own identity, you’re going with the truth.” Yannick Alleno, international Parisian chef. Alleno’s statement is a perfect summation of tomorrow’s design trends. Be true to yourself. Find your own identity.

What we will be seeing?

A Simplified Lifestyle is very personal, for each person carries their own definition of simplicity. De-cluttering is definitely the IT activity for consumers want a clean look, but highly individualized. We’ll see lots of layering, but each layer will possess a uniqueness, utilizing many found pieces (whether in Aunt Mary’s attic or a consignment shop), and they will be functional . . . accent tables, lamps, throws, pillows, ottomans, rugs, wall-art, floral arrangements, books*, candles, table-skirts. Yes, table skirts are in redux-mode. They are functional in that they hide things, disguise an ugly table, can be used for storage, add warmth to a room, and soften the space. Life is in the details and homes are matching the owner’s lifestyle, from art to architecture to color and fabrics. It’s both the big and little things that transform a house into a home.

*Ballard Designs –
Paneled Table Skirt*

Refined Rustic, a trend that incorporates the heritage of Native Americans integrating their respect for nature and the ecology. A life not dictated by status symbols. Instead, living with a “waste not-want not” philosophy. Clean organic lines. Simplified styling with close attention to details, such as: a surprise unexpected function, interesting stitching, over-sized hand knits, a little something that makes you smile. It’s all in the details! And, yes, fringes and beads.

*More paper-books were sold last year than E-books and there’s a strong return of independent bookstores.



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Environment & Ecology

The Green Movement

The Green Movement continues to grow fueled by a revolt against food manufacturers substituting chemicals for real food . . . like peanut butter-flavored/colored and chocolate-flavored/colored cereals. As more consumers read labels, they are becoming more aware of what they and their families are ingesting. And, they are revolting.

Natural, organic and farm-raised foods are reaching the tipping-point. Every grocery and label is continuously expanding their organic selections and weekly, year-round Farmer's Markets are becoming ubiquitous.

Grocery stores are redesigning stores to look like French markets, even adding cooking schools. Encounter a Starbucks cafe and gelato stand upon entering. Turn left and you've been transported to France with individual stalls selling cheeses, breads, olives, organic produce, meats, single-origin olive oils, and cafés serving varieties of foods. But it's not France . . . it's the PC Grocery in Latham, NY. Really!

In addition to Citi Bikes and bike lanes, cities are adding more green spaces. The nation's largest urban gardening program, Green Thumb in NYC, has over 600 parks comprising 32 acres.



Million Trees NYC plans to plant and care for an additional 1 million trees in the City in the next decade, increasing its tree count by 20%.

Brooklyn Grange is a pioneer in urban mushroom farming having converted the interior of the old Pfizer plant. On the rooftop, Brooklyn Grange has 2.5 acres of vegetable gardens producing over 50,000 pounds of organically-grown veggies each year. Plus, on other rooftops they operate apiaries with over 30 natural honey bee hives.

In NYC there's 1,200 acres of empty, flat rooftops eligible for green gardening. The green-features of rooftop farms are: they help insulate the building; they absorb gases; they prevent rainwater runoff with collection and reuse systems. It's a win-win.

It's a win-win.



Brooklyn Grange (looking toward Manhattan's One World Trade Center)



*Distinctly Himalayan
100% natural fibers and dyes*

OUT – Old Demographics continued from page 1

truly passé. Even the It-Bag has become the Anti-It-Bag displaying no obvious logos. Labels are OUT and Experiences are IN. When you "socialize" on the internet no one knows the size of your home, what you're wearing, or the car you drive. You are judged by your experiences, ideas, and interests. This change in the balance of power between generations is creating a more democratic balance of power.

Adding to this democratization of society is the demise of closed societies for everything today is world-wide. With 87% of BRIC Millennials living in cities it has both expanded their worldviews and given them new found freedoms to discover who they are. (An aside: 20% of Harvard students are Asian.)

One can moan and groan about change or one can step back, assess the situation and ask . . . How can I take advantage of these new opportunities? As you know . . . If you stand still you move backwards.

Colors: Tastes and Scents

Our senses are activated by color. Our eyes are drawn to color. We want to touch and taste colors. We can hear silence in dark colors and life in brights. And we can smell colors . . . an orange, dark red wine, ocean blue, violets, lemon yellow, and grass green. We're drawn to colors that our bodies need . . . the colors of food and the colors of scent. Studies show that chronic pain, brain injury, and Parkinson's can be positively affected by color.

With every color I've listed their associated scents and tastes. Thank you, Tracy Pepe of Whiff Collection's 100% botanical fragrances (www.whiffcollection.com/twitter@whiffcollection) and Denise and Meadow Linn's "The Mystic Cookbook" for your insights.

Please refer to Pantone Textile Color Guide (page numbers are indicated) as colors displayed on monitors may vary.

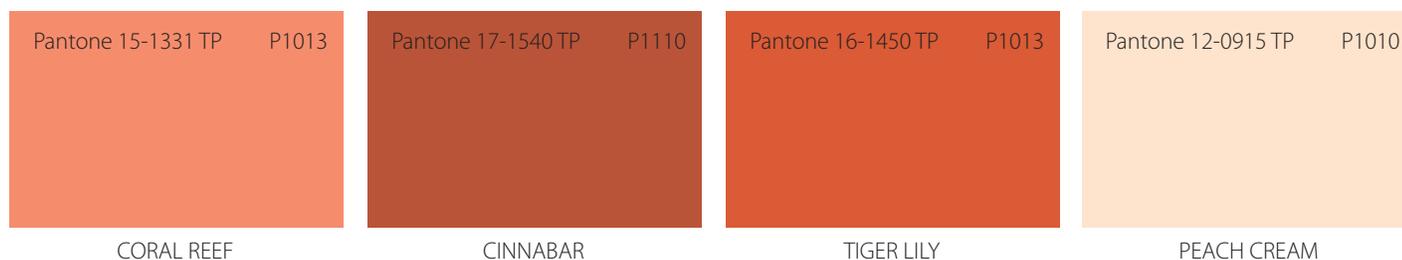
Reds – Food: Red foods activate life and stimulate the body filling it with strength and courage to overcome depression and fear. Antioxidants in red foods help protect cells. Red dining rooms stimulate appetites and dinnertime conversations.

Scent: Fuchsia, warm, sweet and syrupy is a treat for the olfactory senses. This scent is rich and juicy blending of raspberry, cherry, and blood orange.



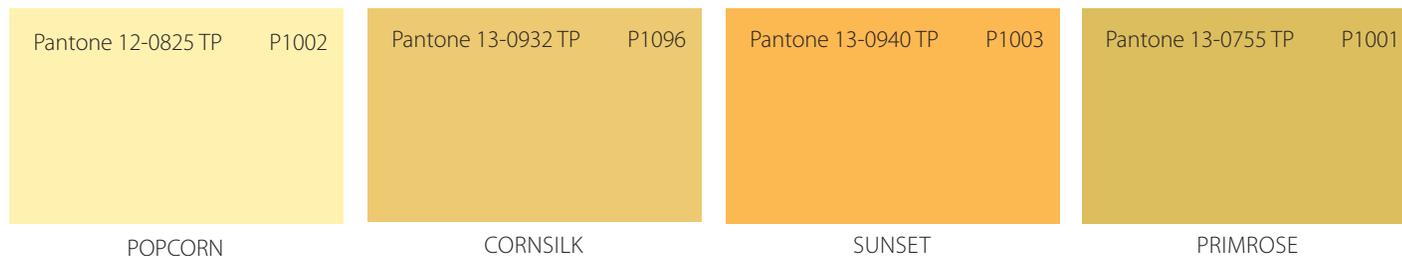
Oranges – Food: Orange foods encourage emotional balance, confidence and self-motivation. An orange dining room will encourage people to gather, socialize, and have fun.

Scent: Orange is a scent full of promise; the scent of child-like optimism and boundless play. Orange Zest gives a room the feeling of vibrant freshness with the Whiff of mandarin and tangerine.



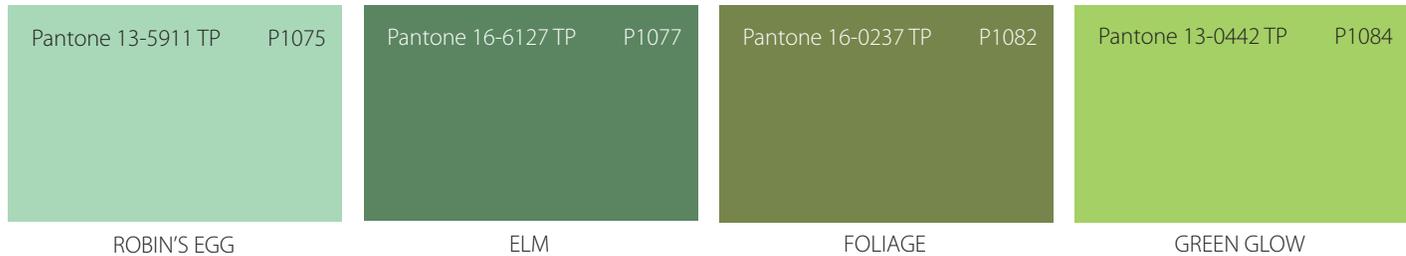
Yellows – Food: Yellow foods stimulate the intellect and communication. Yellow is associated with organization, clarity of thought and happiness. Yellow kitchens are places where family and friends gather to chat about their day.

Scent: Warm, nourishing, full of energy and positive feelings. Bright, cheerful sunshine with scents of Lemon verbena, Italian lemon, Basil, and pink grapefruit.



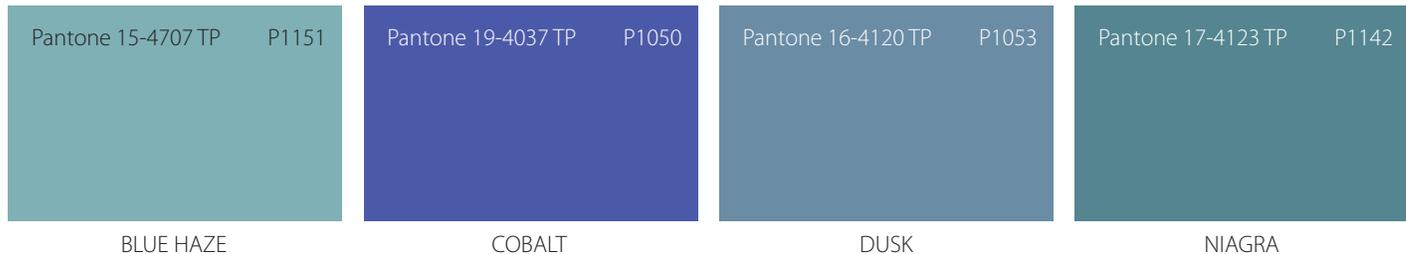
Greens – Food: Green foods stimulate feelings of love, balance, peace, hope and healing. Green kitchens and dining rooms are restful yet energizing. Nature's Green is the most abundant food color.

Scent: Green, a hue that fosters aspirations, making dreams seem within reach. Inhale the scent of lime, citrus, fresh herbs, and green tomatoes.



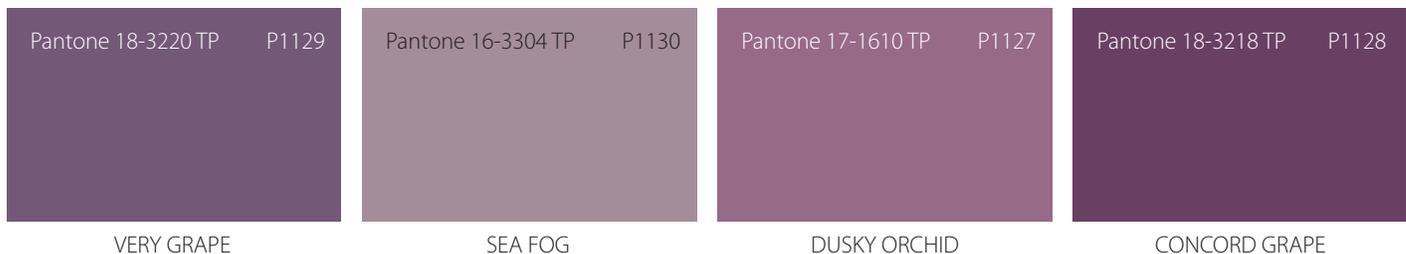
Blues – Food: Blueberries and blue corn, full of antioxidants, promote brain health and lower cholesterol. Dieting? Paint your kitchen and dining room blue to suppress appetites.

Scent: The scent of crashing waves, cleansing sea spray, soft blue capped with white foam. Bergamot, mimosa, salt and bleached wood blend to create the feel of casual comfort and a sense of old world luxury.



Purples – Food: Berries, cabbage, grapes, plums, eggplant all contain antioxidants helping to neutralize aging. Eating purple foods brings a sense of calming peace, overcoming frustrations.

Scent: Evening mists, dreamscapes of a world lying just out of sight! Violet feeds the fantasies of the curious. With closed eyes, savor the scents of jasmine and leather.



Neutrals: 50 Shades of Gray are ubiquitous segueing from charcoal to mist. Gray is often energized with tints of green, blue, pink or yellow. Gray creates a sense of calm and composure; a refuge from a chaotic world. Grays alone can be elegantly formal or a perfect canvas for bright pops of pattern and color.

Scent: 50 Shades of Gray, a regal scent gives a space intimacy; a warm embrace. Reassuring, inhale the scents of Basil, and Absinth with notes of Anise.



Design continued from page 2

4-Season Outdoor Entertaining is becoming the trend in all climates. With the comfort of fire pits, cozy furniture with heated seats (just like your car), infra-red heaters, and hot tubs . . . all you need are libations, comfort-food, and friends for a fun evening . . . or a meditative moment alone. Look for more fabrics and furniture that are adaptable to the outdoors with the design and comfort of interior furnishings.



Accents of France-Josephine Table

Inside/Outside – As life naturally flows outdoors in the Spring we're creating seamless transitions; removing the barriers between the indoors and out. Furniture is increasingly made with finishes which can withstand the intensity of summer's high humidity and sun or winter's snow, ice, and frigid temperatures at the beach or in the mountains. Yet, these pieces are being designed to look at home in formal dining rooms or on patios for outdoor rooms are becoming as decorated as indoors. As the outside flow reverses in the Fall and moves back inside we are fashioning perpetual garden motifs with fabrics and wallpapers, wicker and rattan, and architectural.

Chinoiserie, is a recurring interior theme since the 17th C when trade between Europe and China increased, making Chinese exports readily accessible to Europeans. Each redux incorporates current design elements so it never looks exactly the same. Our last Chinoiserie go-around was in the 1980's. Chinoiserie is naturalistic and garden focused, therefore, look for birds, water, flowers, flowering trees, lattice-work, treillage, Chinese Chippendale, porcelain jars, transfer-ware plates, lacquer finishes, chintz prints, trompe l'oeil . . . a garden party flow of colorful florals and patterns.



Insideavenue.com

Entertaining and Home Cooking have become one; the pleasure of preparation and the pleasure of sharing with everyone hanging out in the kitchen. Creativity in design and innovation in kitchen technology have eased hostess' burdens making entertaining more relaxed with guests treated like family.

This segues to the revival of **Dining Rooms** in homes. Not the dining rooms of old (with the velvet keep-out rope) that were off-limits everyday but holidays. Today's dining rooms are bi-polar in that they are comfortable for everyday and "well-behaved" enough for "formal" gatherings. (New definition of "formal": Good jeans vs. Everyday jeans)

Consumers are looking for tabletop, linens, and serving pieces that are timeless, yet fun. They want longevity, functionality, and easy living while exuding personality. As we live in a multi-tasking world, we want our possessions to multi-task.

Less-is-More – Many consumers are still very cautious. Those with deep-pockets are down-sizing and moving into urban areas vs. moving to over-sized suburban homes. This Less-is-More trend may not cost less, but it creates a lifestyle of simpler pleasures. All consumers are value-driven, but willing to spend for uniqueness and value. Whether the uber-luxury consumer or the TJ Maxx consumer, they are both looking for value in their purchases . . . everyone wants to live well for less.

International Vintage – We'll see an abundance of Folkloric fabrics and designs with exotic motifs and ancient roots. On neutral grounds they are fresh and energizing. Many are replicas, but



Home Decorators Collection - French Country Rustica - Melamine

we'll see an increase in original hand-woven, hand-crafted, hand-worn pieces. Items that say, "I have history. I've been lovingly used. I now want to share myself with you." This Vintage vibe is returning us to an age of simplicity, looking for the essence of an item. Ikats and Suzanis have become a staple because they have a history to share. They were all hand-crafted and many still are. Tessera sells one-of-a-kind, antique, and hand-made products from around the world created by artisans who support environmentally-conscious living. They believe that every piece tells a personal story.



*The Monster Factory USA –
2 room tent – sleeps 4+*

Juxtapositions and a 1970's Redux – We're going to see many examples of contrast and divergence as we give ourselves permission to emote and express our inner-selves in our homes and our lives. Lace and Tattoo. Yin and Yang. Strength and Delicacy. Trendy meets Traditional. An antique sitting next to a modern piece allows them both to stand out rather than being lost in sameness. A brightly colored, hand-loomed pillow sitting on a contemporary white sofa. The home-décor police force have disbanded!!! Have fun!

Marketing

Targeting Interest-based Segments

The Future of Marketing is **Micro-Marketing**, targeting ever smaller interest-based segments of the population instead of generalized traditional demographics - age, gender, ethnicity, occupation. The internet is bringing people together by their interests versus traditional segmentations. The internet is blind to age, color, sex, etc. It's the understanding of consumers' needs, wants, and interests that will remain critical. With a focus on inclusive-marketing, which is having knowledge of your consumer and potential consumer's interests and making them an integral aspect of your message. It's marketing with them vs. marketing to them. A bottom-up vs. top-down approach.

Large brands, stores, and malls are facing serious competition from smaller players. The big guys have become too generic and consumers today want **individualization and personalization**. These big guys need to return to their roots, examine their brand-building, and generate strategic consumer insights based on new models.

It's similar to **Merchandising** when you visually break-up one category with another, the eye then focuses on items of each category as individuals. **Vignette-Merchandising** presents products as they would be used in a home. Retailers are bringing in vintage accent pieces on consignment for vignettes. Consumers then create a connection, both emotional and visual, and can personalize it in their own homes.

Uniqlo – The Japanese retailer's goal is to "create a place for heightening people's minds." Uniqlo (26 East coast stores and 14 West coast) shares their mission statement: "UNIQLO – MADE FOR ALL. It doesn't matter who you are or where you live. Uniqlo makes clothes that transcend all categories and social groups. Clothes that go beyond age, gender, occupation, ethnicity . . . all ways that define people. Our clothes are simple and essential, yet universal so people can combine them with their own unique styles any way they choose, any day of the year."

The internet has allowed experimentation and identification with a wider variety of brands and products encouraging everyone to personalize themselves.

Everyone is becoming their own brand!



boutiquewindow.com

International World's New Wealth

China – 10 years ago when China was going full-swing into manufacturing, their missing ingredient was design. So they created over 300 design schools and their first generation of designers

Today:

- Chinese Architects are designing worldwide
- China is both designing and manufacturing products creating a vertical-manufacturing culture.

World's New Wealth – The **world's wealth** is spreading as former 3rd world countries develop. According to the World Bank, in 1990 36% of the world's population lived in extreme poverty. Today it's 15%.

The **New Wealthy** are well-traveled, highly tech-savvy, with in-depth knowledge of western brands. This creates a challenge for luxury marketers for luxury consumers are now more focused on the product vs. the logo; no longer feeling the flaunt-the-logo need to prove their status. They are looking for luxury, quality, fashion, function, and interaction with the product.

India – Keep your eyes focused on **India** . . . Prime Minister Modi, who took office in 2014, is creating a corporate culture from the policy-paralysis of Indian politics, including the creation of a Ministry of Entrepreneurship whose goal is to produce more entrepreneurs and businessmen in India.

Arun Agarwal, CEO of Alok International, predicts the overall business environment in India will explode making this an excellent time for making an investment in India.

Prime Minister Narendra Modi was chosen #5 on Fortune magazine's World's 50 Greatest Leaders of 2015 list. (Apple's Tim Cook is #1 and Pope Francis is #4)

The Americas – Look for increased integration of color, design, and trends between North and South America. The genesis of this synthesis is Maison et Objet Americas. The renowned Parisian Home Show produced their inaugural Maison et Objet Asia in 2014 and in May 2015 will produce the seminal Maison et Objet Americas in Miami.

Technology

Tokyo's Hibiki Harmony Bar, serving Hibiki whiskey in Hibiki glasses that allow drinkers to control the digital bar-back's sights and sounds. Patrons, by tilting, tapping, sipping, or blowing on their glasses change the bar-back's images along with the choreographed sound that's complements those images. <http://creativity-online.com/work/suntory-hibiki-harmony-bar-with-hibiki-glass/40189>



Tech and Tradition – Hi-tech keeps getting higher and there's no stopping it. Like skyscrapers in the 1930's . . . as electricity, elevators, and deep foundations made skyscrapers possible, within months another building would reach new heights. Is that why ranch homes became the "it" home in the 50's? Was it a balance? Today we're stepping back to visual traditional simplicity in our homes. It's an emotional balance, for the more hi-tech our world becomes, the more we need the grounding of traditions.