

Expect the Unexpected in 2015

Extremes find synergy, old becomes new through colour

Early 2014 has been met with a variety of extremes, from politics to the weather. As home décor designers begin work on the collections that will hit retail floors next year, the idea of extremes evolving toward stability will permeate colour palettes for interiors. Opposing ideas create synergy as unexpected shades find harmony, and the old and new converge for fresh looks that are as contemporary as they are timeless.

In the first palette, unity and creativity emerge from a wide spectrum of surprising shades. Energetic orange, red and pink converge with cool blue, purple and taupe with a dash of apple green and sunflower yellow for added contrast. Next is a palette that interprets the beauty of nature with a refreshing

touch of vibrant tones. An earthy foundation of moss green, soft brown and cool blue is enlivened by playful petal pink and spirited shades of purple that recall flowers and berries.

An exotic escape follows, with a palette that imbues the uninhibited wildness of a jungle oasis with a touch of the cosmopolitan. Sophisticated black and white offset dusty neutrals, enhanced by tropical turquoise, yellow and orange.

In the last palette, a sense of playfulness punctuates an array of demure, romantic shades. Vivid apricot, cheerful yellow-green and soft taupe pair with pastel pinks, corals and peaches for a combination that embraces warmth and exhilaration.

Opposites Attract

From varied locales to the ideals of its people, the world is abundant with contrast. But those differences, those unexpected combinations are what make it such a unique and interesting place. For interiors, Pantone Color Institute Executive Director Leatrice Eiseman said this idea translates to unusual color combinations that reflect consumers' individual tastes. "There is this groundswell consumer reaction that is saying I want to do it my own way, and if that's not part of the rulebook that's OK," she said. "You saw a color in a window or on a website and you said, 'Wow, I never would have dreamed of putting those colors together,' and yet the response is not negative. You're looking at it and saying, 'Wow, that is really interesting."

Why didn't I ever think of doing that before?" Pantone's Serendipity palette embraces the unusual, featuring an assortment of vibrant hues that run the gamut from warm to cool. Bold Puffin's Bill orange, Scarlet Sage and Magenta give way to cool Spring Crocus purple, Eggshell Blue and Tiger's Eye taupe before circling back to warm shades of Bright Chartreuse and Golden Glow yellow. "It's such a wonderful combination of old and new," Eiseman said. "Serendipity is a pleasant surprise or a happy accident. It's the



coming together of unlikely designs and unexpected colors that you really look at and say, 'Wow, I just wouldn't have thought of that.' We're trying to encourage people to just let go of some of those hard and fast rules." A palette from The Color Association's 2014-15 forecast called Clean Slate similarly uses extremes to create something fresh and original. The palette incorporates what Leslie Harrington, executive director of The Color Association, calls "awkward pairings," like cool gray Nitty

Gritty with neon pink Hell Ya, warm gray Beam Me Up with orange-gold Catalyst, and pale pink Imaginary Friend with rich red Sherri Baby. "We're living in a weird world right now with all the fluctuations in temperature, going from one extreme to the other," Harrington said. "It seems like all of that is starting to weigh heavily on everyone, so we're looking for a way to start clean, kind of a blank canvas. We're exploring a lot of mixing of lights and darks, combinations of whites and grays and neons. So it has this really kind of weird blend of super neutral with super color. I really like this idea of almost two ends of the

spectrum so juxtaposed with each other." One of WGSN-Homebuildlife's trends for 2015, History 2.0, melds "real histories with imagined futures" to create unique designs with a fantastical edge in which Cherry Red and Petal Pink merge with Black, Cocoa, Granite and Parchment. "Designers explore both new technologies and ancient craft techniques," said Greg Dunlop, global commercial director for WGSN-Homebuildlife. "In this way, they breathe fresh life into retro design styles and look to stories that connect past & future as imaginations expand into ancient history & futurist scenarios."

Natural Beauty

Our continually evolving world ignites a desire for connectedness with the earth, and with the elements that have always shaped its beauty. A macro trend from WGSN-Homebuildlife called Focus elevates the sensory experiences that aid in the appreciation of our surroundings. For interiors, Dunlop said this trend translates into frosted finishes and watercolor effects in addition to a rich color palette.

"The colors for Focus are pure and intense," he said. "Nature as seen in the colors of pollen, petals, and fruit are key and can help boost our mood. We see vitamin-rich oranges and yellows combined with layers of serene greens, while lilac is framed by shadowy summer darks. Core colors are Bright White and Air Blue while directional colors are a Masking-Tape Yellow and soft Floral Pink."

Deep shades inspired by foliage, rivers and rocks merge with vivacious floral and berry tones in a celebration of nature's extraordinary ambiance. Pantone tackles this trend with a palette called Botanicum, in which yellow-green Antique Moss, muted Dusty Blue, soft Café au Lait and gritty Rock Ridge intertwine with alluring variations of pink and purple including Grape Nectar, Orchid Mist, Vintage Violet and Orchid Smoke.

"It's a little bit complex. These are not primary colors that are popping up in your garden. We're not talking daffodils," Eiseman said. "We're talking a little bit more intriguing, some of the succulent colors. Succulents have become very popular in the floral industry. "That was one of our biggest inspirations, to look at those kind of purple-y, pinky, magenta shades against those succulent greens, and they are absolutely spectacular together. If you pick up those succulents and look at the nuances of the colors, they can be absolutely inspirational."



Michelle Lamb, editorial director of The Trend Curve, said in 2015, she predicts both neutrals and bolder colors will embrace an earthy quality. "We've had a lot of intense color; we've had a lot of really saturated color," she said. "Now that we see grays declining and browns rising, it moves us in the direction of warmth, and warmth also moves us in the direction of earthy." Lamb cited a color she saw at Maison & Objet in Paris called moss ("warmer than mint but cooler than sage") that drew an enthusiastic response. The Trend Curve Colors 2015 includes several shades with an earthy aesthetic, including subdued blue Rainfall, warm green Grassland and soft pink Twilight, as well as deeper tones like Iberian Green, Isabella Orange and Sangria Red. "I think that if you look at the roller-coaster ride we've had through the economy, we know that the recession has technically ended and we see numbers improving," Lamb said. "As we look into the future I think consumers are feeling more grounded, and this movement toward earthy is part of it."

Exotic Oasis

The desire to escape the mundane or chaotic in favor of enchanting, unfamiliar terrain will continue in 2015. But while exotic designs are trending warmer and dustier in 2014, expect them to turn cooler and richer in the year ahead.

Desert warmth fades as a jungle oasis emerges, with a sophisticated edge that betrays a cosmopolitan touch. Pantone's Urban Jungle palette includes stark black and white that evoke the modernity of big city life against a tropical foundation of Hydro turquoise, Bamboo yellow, Orange Rust and animal skin-inspired neutrals.

"You're taking a rustic chaos into something more civilized. It's a big city rather than a wild terrain," Eiseman said. "You're mixing colors like Biscotti and Orange Rust and Adobe and Bamboo. These are really interesting colors to put together. Some of it is more city-fied if you will, and not what we generally think of when we think of a more rustic palette. It's not all about just rough edges. There are some smooth edges in this palette as well."

The Color Association's Talisman palette inspires a similar feeling of exotic intrigue, marrying cool turquoise and green with warm browns and yellows and a striking cement gray. "The cool side of the story gives it a little bit of a punch," Harrington said. "Quite often it's warm colors punching cool colors." A mid-tone teal and effervescent Fool's Gold yellow elevate a more neutral base of brown Sunken Treasure, tan Amulet and gray Tattoo Ink.

"It's kind of the celebration of workmanship and consumers looking for one-of-a-kind products that have a story



or narrative to them," Harrington said. "The whole thing is about old treasures and charms, finding things that are meaningful to you and not just buying stuff for the sake of buying stuff."

This trend manifests itself in home décor featuring global-inspired patterns and arresting forms that feel at once both foreign and familiar. Lamb said while she expects blue to fade from the limelight in 2015, teal shades will ascend along with lustrous golden yellows. "Blue never really moves out; it's just being unseated," she said. "Blue needs some time to go through a metamorphosis. We've had a lot of red-cast blues in the past and we need some time for it to morph toward the yellow side. Instead of periwinkle, we'll be seeing movement toward more turquoise. I think that given the rise of Mediterranean-inspired trends overall, particularly Spanish and Italian, there's a place for a blue like that."

"Because of the yellow and black trend that went on (in 2014), there will be a point that yellow needs to take a rest as well but that won't be true of gold. We'll like it in particular in those Mediterranean trends."

Pretty in Pink

Even as society hurtles fast into the future with the latest developments in science and technology, a yearning for classic, comforting influences remains. Romantic pale pinks that are cropping up on the fashion runways this year should segue into the home in 2015.

These feminine shades may dominate their own pastel palettes or cameo in other color stories. Soft, delicate pinks punctuate both the Focus and History 2.0 macro trends from WGSN Homebuildlife as well as The Color Association's Clean Slate palette, accenting an assortment of neutrals and vibrant tones.

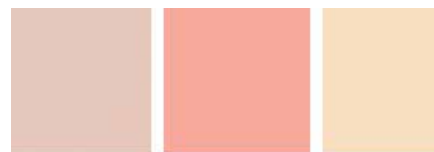
"I'm really loving the red family; specifically, I'm loving pink," said The Trend Curve's Lamb. "I think pink will be warm, and it fits into a rising pastels palette. The pastels we're talking about are complex, low grade, mostly warm. They aren't really meant to spend all their time with the earthy palette but they can complement it. If you think of something earthy and natural with a touch of pastel pink, that's lovely. Pink will sort of unseat blue as green's best companion."

The Trend Curve Colors 2015 contains a soft, buoyant pastel grouping that includes pale Peach Satin and feminine

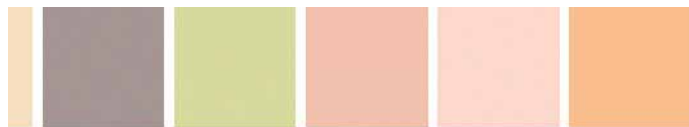
Pink Champagne alongside a pleasant pop of Andara Yellow and subtle Shagreen. Pastel palettes of silky pinks and peach tones may incorporate vivid touches of yellow and green to update a classic color story with a playful, flirtatious approach.

The Pantone View Home + Interiors 2015 forecast includes a palette called Tinted Medley that depicts "a harmonious composition of closely related, deliciously warm tones with peach and pink striking the main chord." "It really goes along with a lot of the pastels we're seeing in fashion right now," Eiseman said. "There are some people who pastels just speak to them. They're just more comfortable around those softer colors. They may bring in a brighter accent, but for the most part they really want colors that blend and kind of slide into each other."

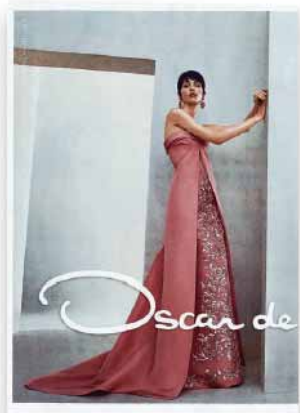
Tinted Medley includes a green-tinged Dusty Yellow, rosy taupe Etherea and creamy Macadamia that invigorate a base of pink and peach pastel hues including Rose Smoke, Bellini, Apricot Wash, Dusty Pink and Peach Amber. "There are opportunities here to bring in new color combinations," Eiseman said. "They can have some sophistication added to them too. We have the powdered roses and the yellows, macadamia and apricot – those kinds of colors are not unexpected. But into that you bring a rosy taupe shade, and that kind of anchors everything, gives it more sophistication, and keeps it from getting too sweet." ■



Eastern Accents



Surya



Black Crow Studio



Dynasty Gallery

Radiant Orchid, Butterflies and Eyes

Forecasts by Lee Eiseman, Executive Director of the Pantone Color Institute

Lee Eiseman, executive director of the Pantone Color Institute, explores the Pantone Color of the Year and other trends of 2014, explored the colour trends for the year.

Describing the Pantone Color of the Year - Radiant Orchid – “It’s a beautiful colour,” Eiseman said. “The inspiration for it is a harmony of fuchsia and pink undertones, like a gorgeous sunset. It’s a hue that sparks the imagination. It is a magical, captivating and enigmatic colour.”

In her presentation, “New Harmonies: Changing Themes in Color/Design Trends,” Eiseman, who also is director of the Eiseman Center for Color Information and Training and author

of several books on color, said that the colour can increasingly be found in architecture and lighting, both outdoors and indoors, and even in hair colour and make-up, especially in high fashion.

“We saw this colour making inroads several years ago, even in menswear,”



Eiseman said. The Disney movie Frozen is full of Radiant Orchid, she noted, in part because the colour personifies a certain kind of magic.

In addition to movies, there are other factors that influence the process of naming the colour of the year and overall colour trends, Eiseman said, including the economy. “This is a great time for creativity with colour, yet there are many people who still want things from the past, based on these uncertain times. So we increasingly see color



combinations of the past and of today. We bring in our history and polish the nostalgic looks.”

Another design trend is butterflies.

“We cannot get enough butterflies,” Eiseman said. “That motif is huge going into 2015. We are seeing it in every

possible application. Butterflies are all about change and that is the age that we are living in.”

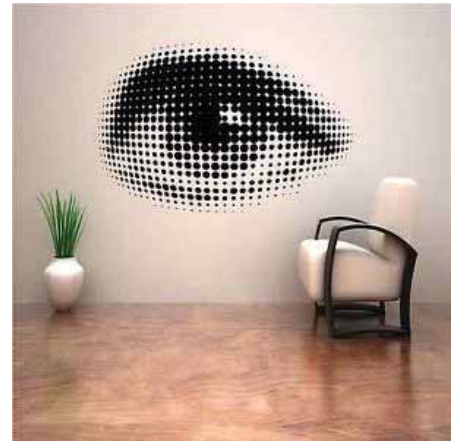
While it may seem odd, Eiseman noted that photos of women’s eyes are a large design trend. “Particularly in giftware, we are seeing usage of women’s eyes,” she said. “It’s a look that has swept over the world and it will continue in 2015. The men’s version is in moustaches. In housewares, glassware and stemware we see numerous applications of it, as well as packaging and labeling. It has gone crazy and it will continue.”

With regards to the major colour families, and the most important trends with them, Eiseman said that use of the colour green will continue, although hues of the colour will expand, such as Hunter Green. In the yellow family she sees greenish-yellow undertone increasing in usage. In the blue family, the hues will become more energised, such as classic indigo.

The orange color family is puzzling, but it captures attention and people have slowly embraced it. “It will undergo some variations. If you want to do a variation on orange, combine it with peaches, which are coming on very strong,” Eiseman said.

Red will always have a strong presence in the housewares industry, Eiseman said, but she predicts “newer and fresher voices of red, combined with orange, pink and purple.”

Black and white will never go away, she said, and neutrals will have a strong presence in 2015, particularly with kids’ apparel. “I’m not suggesting that colour is going away with kids, as colour engages them, but worldwide we see neutrals taking on a strong role.” ■



Source: Housewares.org

Houseware Trends 2014: Adapt, Inspire and Motivate

Forecasts by Lifestyle Designer, Tom Mirabile

Houseware manufacturers need to adapt, inspire and motivate says Tom Mirabile, Senior VP for global trend and design at Lifetime Brands Inc. Tom Mirabile, presented the latest housewares trends – “Top Trends for 2014: The New Normal: How to Survive and Thrive in our Erratic Marketplace” - at the 2014 International Home + Housewares Show in Chicago. His main message was that houseware manufacturers need to adapt, inspire and motivate in order to have success with today’s ever-changing consumers.

Whether you’re a retailer, manufacturer or wholesaler, a single word encapsulates today’s most crucial business imperative: Adapt. Today’s consumer lives and shops in multi-dimensional ways we couldn’t have imagined a decade ago. More importantly, they crave – no demand – innovation. Sometimes these advances are tangible, delivering improved performance and expanded function, or savings of time or space. Still, it’s clear that all owe their inspiration and success to a single vital source: a fundamental understanding of the consumer. Not just their age and income, shopping habits or household composition, but an educated perspective on the lives they are living and the lives they want to live.

Adapt

Gen Y : They are aged 19-37, early technology adopters, true foodies and are the most design savvy generation ever. They expect customisation, and they reuse and repurpose. That



presents a challenge to us because we are trying to sell them something new. They want small spaces that live large, and that’s important to keep in mind as we design products for them. They are also more casual so we have to adapt to the way that they entertain. And, they are also more frugal.

Gen X : This includes people who are practical and pragmatic, who spend more money on pet products than any other generation. They see their home as the hive and the haven where they can relax. They are ages 39-47, their salaries are depressed and they have more debt than any other generation, so our role as adapters needs to give them good reasons to buy.



They seek family time and a balance of the work/life mix, so products for them have to cater to family time. In addition, he said, the generation is more fiscally prudent, as they were the chief victims of the most recent recession, so they are working harder. Meal time and good food is very important to them.

Baby Boomers : They are defining luxury, but don’t just give them the most expensive or most desired product. Give them products that deliver superior function and technology. Baby Boomers are ages 48-68, and many have children or parents living with them. Some are downsizing, but not willing to sacrifice luxury. We need to understand baby boomers and adapt living spaces for their new interests and hobbies. What is impressive about this generation is that the women are the healthiest and wealthiest and most active generation of women in history. They are buying experiences, not objects. We need to adapt to their wellness desires, and to their fiscal concerns.



Effects of recession : Even though the most recent recession ended in 2009, many of its effects have lingered – unemployment is still at 6.7 per cent, for example. That will take even more adaptation, he said, as there have been reductions in earnings and the workforce – a slow growth era since 2009. We have to adapt by differentiating. There are more expectations, as consumers expect more in a slow growth era. You need to deliver on a specific value platform, whether it's price or material. On the positive side, housing stats are good, and that will grow economic confidence. We also have to adapt to ecommerce growth, as two-thirds of Americans have smart phones, and they are using them for the shopping experience. People hate that technology never shuts down and it replaces face to face interaction at retail, but we love that we are connected 24/7.

Inspire

“Inspire” trend, is about consumer strength, more retail choices, blurred channels and categories and the socialisation of food. Those are opportunities to inspire the consumer. Give the consumer new ways to live and design. In all housewares categories we are seeing a move from function to more fashionable. The younger generation will embrace that.

Even more opportunities to inspire consumers include a growing ethnic diversity population and an increasing emphasis on health. Health has become one of the most important things to people, more important than a nice place to live or their money and financial situation, their community and friends, and work fulfillment. So companies and products that help consumers understand and accomplish better nutrition while minimising time investment will have the advantage.

Motivate

This is about motivating housewares sales with a clear focus on consumer inspirations, health and wellness and changing strategies. For example, we are in an era of fiscal conservatism, so consumers must be motivated to buy. It is the intangibles such as experience, knowledge and skills that provide the new motivation needed to spend. In addition, meaningful differentiation is not about price and quality alone, it's about the price, quality, the design and the experience. It's not about having something for everyone, it's about product and services for a targeted audience. You need to motivate with value beyond price, and that includes brand ethics, durability, variety, and design. ■

Source: Tableware International