

## Gender Reach

### Advancing women's equality can add \$12 trillion to global growth

Gender inequality is not only a pressing moral and social issue but also a critical economic challenge. If women—who account for half the world's working-age population—do not achieve their full economic potential, the global economy will suffer. While all types of inequality have economic consequences, in our new McKinsey Global Institute (MGI) report, *The power of parity: How advancing women's equality can add \$12 trillion to global growth*, we focus on the economic implications of lack of parity between men and women.

The indicators fall into four categories: equality in work, essential services and enablers of economic opportunity, legal protection and political voice, and physical security and autonomy. This impact is roughly equivalent to the size of the combined Chinese and US economies today. We also analyzed an alternative "best in region" scenario in which all countries match the progress toward gender parity of the fastest-improving country in their region. This would add as much as \$12 trillion in annual 2025 GDP, equivalent in size to the current GDP of Germany, Japan, and the United Kingdom combined. ■ *Source: McKinsey Global*

## Permanent Accents

### among top ways to redecorate homes

Permanent accents are the top ways consumers are remodeling and redecorating. Eight out of 10 homeowners answering a 2015 Home Accents Today and Apartment Therapy survey say they have painted walls within the last two years, while seven out of 10 have purchased window treatments and 68% have bought new lighting fixtures. 34% of homeowners have invested in fresh landscaping, while 29% have installed tile or laminate flooring and another 29% have remodeled a bathroom. Other permanent décor improvements made since 2013 include updated kitchen counters for 23% of survey respondents and hardwood floors for 22%. The survey explored home decorating issues and garnered responses from 859 consumers, spanning all generations. ■

*Source: Home Accents Today*

## Folklore, natural elements, high-tech

### Ambiente Outlines Trends for 2016

Folklore and natural elements as well as high-tech manufacturing techniques will define the newest group of goods at next February's Ambiente fair. Highlights will be four trend themes: artisanal gardening, futuristic couture, functional simplicity and composing freedom. The trends are inspired by recent directions in design, art, fashion and architecture. They will be showcased in thematic groups, illustrated by exhibitor products.

#### Artisanal Gardening

This trend brings nature into the home, inspired both by hippie tradition and folklore. A palette of strong colours comes together with natural materials such as clay and ceramic, wood, bamboo, linen, wool, denim, velvet and wild leather options. Traditional processes, such as braiding, quilting, embroidery, carving, engraving and enameling set the materials in natural contexts. Vases, quilts and cushions are decorated with strong, floral patterns. Macramé, patchwork and appliqué work are making a comeback.

#### Futuristic Couture

This addresses the combination of innovative manufacturing technologies and traditional production methods. This makes it possible to turn plastic, rhinestones, metal and neoprene into decorative and recyclable products. Shades of light green and blue, nickel and pink meet sparkly elements and create futuristic designs.

#### Functional Simplicity



This espouses a monochrome colour palette in white and grey tones, concentrates on maximizing the functionality of a product. It focuses on outstanding workmanship. The use of glass, stainless steel, marble, concrete and

rubber in the manufacture underline the durability of the products and contribute to a sporty, relaxed and unisex look.

#### Composing Freedom

This, according to the trend bureau, means unconventionality without inhibitions. Strong, saturated colours and a bright color mix in the product design define this trend. A number of different textiles, artificial animal skins, highly polished metals and spray-painted visual effects combine with embossed reptile images, animal prints and soft-definition jacquards. ■ *Source: HFN*