

# Tendence reveals upcoming trends

## Style conscious, Seasonal, Tasteful and tasty

For years, leading central trends have increasingly come to be replaced by lots of different, parallel trends. When it comes to product development, designers continue to set store by trends of the past, though they borrow only individual elements from them. With modern manufacturing methods and using the latest colourways, products emerge that bring history to the present and sometimes even to the future. Materials that look natural like wood, willow, rattan and linen are combined with brass, copper, silver, gold and glass. At the same time, in the juxtaposition of opposites, matte, textured, highly polished and natural surfaces play off against one another. And we see a mix of perforation and patterns that draw their inspiration from nature, as well as used and ethno looks. The targeted use of concrete, for example, lends definite contemporary perspectives. Inspiration drawn from a variety of styles flashes between them, including Art Deco, the 1950s and Memphis. On the one hand, the colours that dominate are a powdery rosé and mint tones; on the other, we find a whole series of blues and greens. A sunshine yellow provides summery accents.

**Style conscious** - 'Hygge' continues to be a major theme: in this relaxed, often restrained and soigné style, the clean lines draw attention to the quality of the material and workmanship. At the same time, large-scale leaf motifs unfold into luxuriant jungles. Buddhas, bamboo and sandy colours add



a touch of the exotic. Solid barbecues and make a masculine statement, as does outdoor furniture in concrete. Seating, tables and lights appear to come straight from the workshop or the factory and display coarse fittings such as rivets and brackets.



**Seasonal** - At Christmastime, traditional motifs such as rocking horses and nut-crackers create a festive atmosphere. At the same time, a trendy mix of pineapple, flamingos and the like bring colour to the tree.



Spring and Easter appear easy-going and full of colour:



with brightly coloured bunnies, tropical fruits and parrots. Added to this are cacti and a range of other succulents. A fresh North Sea ambience picks up details such as sea birds, fish, crustaceans, fishing pots, driftwood and mussels. In summer, the sitting room is

moved outside: weather-proof designer carpets, mobile whirlpools, together with enclosed and smoke-free fires, keep people comfortable. Ingenious hanging systems and racks create spaces for plants.

**Tasteful and tasty** - Chocolate is a temptation, sometimes in experimental flavours such as bolete mushroom or rosemary. And more and more things from olden days, too, are being used as trendy gift ideas, like embroidery books and porcelain containers for sewing equipment.

When it comes to jewellery, the fashion is for graphically bold elements and geometric forms. Today's trendsetters adorn themselves with elaborate feather necklaces. Personal accessories score highly on design and contemporary functionality. Mini purses now slip into every clutch bag and trouser pocket, while bags and shoulder packs become more multi-functional and make theft more difficult. ■

Source: Tendence

## Millennial buyers crave connections

**Will spend money for something they value**

Similar to Millennial consumers, Millennial home industry buyers also look for emotional connections when shopping for their lines and are at ease using technology for information, an HFN-moderated panel at Las Vegas Market found. At markets, for example, both exhibitors and buyers encounter frustrations. One of the panelists said, Millennial buyers might not make appointments and exhibitors' lines might not be ready for six months. The summer markets are challenging. Suppliers should have the same number of introductions as they do in January, with immediate availability along with welcoming showroom merchandising.

Another agreed that good merchandising goes a long way. "We're not sales people, we're merchandising consultants. People are willing to pay for nostalgia and won't buy tchotchkes they don't believe in." The Millennials don't want to go to clearance, but buy based on how it's presented.

A lot of factors go into a "buying mindset," added another panelist. "Millennials will spend money when it's something they value" such as a \$5 a day coffee habit, but many don't have families yet and don't have a need to save money now. American Design Club vets all of its product through a shop it has on Canal Street in Manhattan, where both locals and tourists shop. It's about creating a different experience. Old retailers are doing the same thing and expecting a different outcome.

Retailers need to create an emotional experience. In fact, an informal poll at The Grommet showed that having an emotional connection is a consistent theme of what people want. At markets, The Grommet offers product cards that provide information, such as the details and back story. The card is the silent salesperson, giving buyers both data and flexibility.

## EPCH's able hand leads Indian contingent to 23<sup>rd</sup> Deaflympics

**Team returns with five medals and well-inspired athletes**

Mr. Somesh Sharma, Senior Assistant, EPCH, recently led the Indian delegation to the 23rd Deaflympics, held in Samsun, Turkey from 18 to 30 July, 2017. Mr. Sharma was the Team Leader and Interpreter (International Sign). Rendering voluntary services to the hearing



*Mr. Somesh Sharma, Senior Assistant, EPCH (seen right), at the 46th ICSD Congress at Samsun, Turkey*

impaired community, he has been associated with developmental activities for deaf sports persons in India and Delhi Association of the Deaf. He was selected as Project Officer in All India Sports Council of the Deaf, the only sports apex body of deaf sportsperson in the India and affiliated with International Committee of Sports for the Deaf (ICSD) and Asia Pacific Deaf Sports Confederation (APDSC). In this Deaflympics India won 5 medals. Mr. Sharma is supported by his like minded spouse - Mrs. Sonu Anand Sharma, a former international badminton player, currently working with Delhi Tourism & Transport Development Corporation.



*Mr. Somesh Sharma along with other officials seen with players from the Indian contingent*

Millennials also like digital catalogs, while "more seasoned buyers" prefer the paper version. But many believe, the future will be the Amazon model of showing which similar or complementary products go with the one the person is looking at. In addition, branding is huge. It's easier to sell if that brand already has thousands of followers online. However, price rules all at the end of the day. ■ *Source : HFN*

## JCPenney focuses on driving store traffic

### Outlines strategies to get consumers into stores

JCPenney execs outlined strategies to get consumers into stores during its Q2 call recently. They can be enumerated briefly as :

- In-store pickup for online orders, which is now driving more than 600,000 visits to stores each week. Penney recently announced that all orders will ship for free to stores, and 80% of store inventory is now available for in-store pickup.
- Continuing to rebrand in-store salons. Salon customers shop the store twice as often each year as non-salon customers.
- Rolling out more Sephora shops, which will yearend will be available in 75% of stores.
- Expanding the amount of space devoted to mattress. More than 300 are in the process of rolling out now.



Home was a strong category during the quarter, with major appliances leading the way, the

company reported. The home department currently occupies about 20% of the store space and generates 13% to 14% of sales. During the quarter, the company completed the closure of 138 stores. In terms of financials, Penney outperformed expectations on the top line and missed on the bottom line. For the quarter ended July 29, sales rose 1.5% to \$3.0 billion, with comp down 1.3%. Net loss was \$62 million vs. a net loss in the year-ago quarter of \$56 million.

For the fiscal first half, sales slipped 1.1% to \$5.7 billion. Net loss widened to \$242 million from \$124 million in last year's first half. ■

Source : Home & Textiles Today

## US Imports set to hit new monthly, annual records

### to be driven by retail sales momentum, says NRF

August is poised to be the busiest month on record for imports at the nation's major retail container ports. 2017 is on track to set a new annual high, thanks to ongoing growth in retail sales. These estimates are according to the latest monthly Global Port Tracker report, released this week by the National Retail Federation, USA.

"Retailers are selling more and that means they need to import more," said Mr. Jonathan Gold, NRF VP for supply chain and customs policy. "With sales showing year-over-year increases almost every month for a long time now, retail supply chains are working hard to keep up. These latest numbers are a good sign of what retailers expect in terms of consumer demand over the next few months."

The US ports covered by Global Port Tracker include: Los Angeles/ Long Beach, Oakland, Seattle and Tacoma on the West Coast; New York/ New Jersey, Hampton Roads, Charleston, Savannah, Port Everglades and Miami on the East Coast; and Houston on the Gulf Coast. Together, they handled 1.69 million Twenty-Foot Equivalent Units (TEUs) in June, the latest month for which after-the-fact numbers are available. That was down 2% from May but up 7.5% from June 2016. July was estimated at 1.72 million TEU, up 5.6% from the same time last year.

One TEU is one 20-foot-long cargo container or its equivalent. August is forecast at 1.75 million TEU, up 2.1% from last year. That would be the highest monthly volume recorded since NRF began tracking imports in 2000, topping the 1.73 million TEU seen in March 2015.

The 1.7 million-plus numbers seen in May and July and now expected for August and October would represent four of the six busiest months in the report's history. September is forecast at 1.67 million TEU, up 4.7% from last year; October at 1.72 million TEU, up 3%; November at 1.62 million TEU, down 1.4%, and December at 1.59 million TEU, up 1.5%.

Those numbers would bring 2017 to a total of 19.7 million TEU, topping last year's previous record of 18.8 million TEU by 4.9%. That compares with 2016's 3.1% increase over 2015. While July numbers are not yet final, the first half of 2017 tentatively totaled 9.7 million TEU, up 7.4% from the same period in 2016. ■

Source : National Retail Federation, USA

