

# What to sell in IHGF Delhi Fair - Autumn 2017?

Seminar guides on Design, Trends and Colour Forecasts for Spring Summer 2018 towards preparedness for upcoming Delhi Fair



A seminar on “Design Trend, Colour & Forecast-Spring Summer 2018” was organised at various craft clusters, to educate member exporters on new and emerging trends, related to their product lines and cluster speciality, towards preparedness for upcoming Delhi Fair. The illustrative presentations, achieved by research and studying Trends and Forecasts from international trend forecasting organisation-WGSN and various trend sources, were explained by the Design Team of EPCH. Exporters have appreciated this initiative of the Council. Product Categories covered at the various locations were, Delhi : Fashion Jewellery & Accessories, Home Furniture and Furnishing (Material & Printing), Rugs & Floor Coverings, Paper & Gift

Wrapping; Jaipur and Jodhpur : Lighting and Furniture, Hardware and Upholstery; Moradabad : Metal and its various finishes; Firozabad : Glass, its finish, colour and texture. EPCH has taken this initiative to facilitate its exporter member on design directions from WGSN. With experts in every major continent, WGSN builds locally sourced, globally relevant content including daily trend intelligence, retail analytics, consumer insights and bespoke consultancy services.

India Expo Centre, Greater Noida; 5th August 2017



Several member exporters attended this seminar, held at India Expo Centre, Greater Noida. Mr. O P Prahladka, Chairman, EPCH; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. Raj Kumar Malhotra, COA Member and past Chairman, EPCH; and Mr. Rakesh Kumar, Executive Director, EPCH, graced the occasion and a Trend Book on Spring Summer 2018 was launched.

Jodhpur, Rajasthan; 10th August 2017

Member exporters from the region attended this seminar, held at CFC, Jodhpur. Mr. Bharat Dinesh, President, Jodhpur Handicrafts Exporter Association (JHEA) and Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporter Federation (JHEF) were also part of the seminar.



Kolkata, West Bengal; 19th August 2017



This seminar, initiated by Mr. O P Prahladka, Chairman, EPCH, with an synopsis of the Council's hand-holding initiatives, saw many participants from the region. They interacted with the presenters to know about trend applications on their respective product lines.



Moradabad, UP; 22nd August 2017

Good number of member exporters attended this seminar, also graced by COA members, EPCH- Mr. Sudhir Tyagi and Mr. Abdul Azim. The participants interacted with the speakers and learnt about trends specific to their products.



## Spring Summer 2018 design trends forecasted by WGSN and explained by EPCH Design Team Slow Futures, Kinship, Psychotropical and Youth Tonic

### Furniture and Home Furnishings (Print and Upholstery)

The **Psychotropical Trend in Furniture** explores tropical themes and skirts the limits between natural and super-natural, with slightly fantastical, tactile designs. Furniture embraces bold prints and patterns. Dramatic reflections energize interiors. Fantastical creatures inspire silhouettes. Greens become heightened and artificial. Prints and Pattern colours are intense and border on the unnatural. Prints are high-impact and all-encompassing, recreating the feeling of a dense jungle for interiors. Exotic designs merge the natural with the digital. Dark grounds are key. Exaggerated textures influence print and pattern. A closer look at nature.



The **Kinship Trend** merges creative traditions from around the world, to celebrate today's connectivity and community. Collaboration is at the core of this trend as global brands partner with local artisans to promote ancient crafts and handmade techniques, resulting in unique furniture. Cultures, eras and crafts blend. Patterns and decor take a world tour. Design renews history. Handcrafted techniques find new applications. The Prints and Patterns from global textiles, crafts and architecture are merged and reinvented to create fresh, contemporary graphics, and the rediscovery of commercial maritime routes spurs a new take on nautical themes that works for both adults and children, with references to sailing, pirates and explorers. Global influences cross borders and eras. Ornate designs are the key. Caning and weaving inspire 2D patterns. Nautical styles are refreshed.



### Textile- Knitwear Home Furnishing, Tableware

General trends of textile prints and surface embellishments - the **Psychotropical Trend in Textiles** explores jungle foliage, exotic



animal skins and tactile surfaces, reflected through printed, woven or embroidered surface work. Texture and pattern is the key, resulting in surreal patterns and finishes. Directions : Explore the natural world; Experiment with jungle foliage & animal prints; Tactile surface work key.

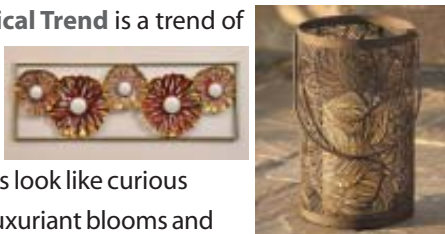


The **Kinship Trend in Textiles** is enriched and embellished by traditional techniques and ornamentation ranging from complex weaves and crochet knits to block-printed and dip-dyed designs. Fraying and tufting surface treatments offer a three-dimensional touch. Mixing and matching textiles from around the globe brings a diverse range of pattern motifs and vibrant colourways. Textiles celebrate a rich sense of global history. Tradition is updated. Directions : Let fabrics age. Mix & match textiles. It has a strong influence of Arabic/Islamic patterns also-mosaic work can be used for the same purpose.



## Decorative Accessories, Metal ware and Finishes, Furniture and hardware

The **Psychotropical Trend** is a trend of lush tropical themes with a hyperreal quality, where decorative accessories look like curious creatures, or feature luxuriant blooms and foliage, and mysterious skins. Nature appears hyperreal and exotic. Design focuses mainly for haptic qualities. Products have jelly-like transparency- glass/acrylic/ceramic, etc.



The **Kinship Trend** focuses on craftsmanship. The artisans partner with big brands to bring authentic local styles to a global audience, and decorative accessories draw on layers of inspiration from different cultures and eras, resulting in collections that



celebrate history and diversity. Focus on blending cultures & eras. Pattern medleys are the key. Maritime themes are prominent. Directions : Celebrate craftsmanship.

## Paper and Gift Packaging

In the **Psychotropical Trend**, plastics (globally-acrylic from India can be considered) are reinvented with transparent and iridescent qualities, while shapes are inspired by exotic creatures, or have a liquid look that is glowing and mesmerizing. Packaging comes with optical effects inspired by nature. Materials have a hyperreal look. Shape is a key focus.



In the **Kinship Trend**, packaging is inspired by the traditions of global cultures, but updated through graphic design and materials. Considered colours and materials also reflect the values of craftsmanship and culture, and give designs an artisanal look. Materials & finishes are delicately crafted. Surface patterns embrace global nomadic themes. Tactility & ornamentation is the key.



The EPCH design team shared their research on the above topics, interacted with the member participants and discussed about the application of trends on their respective product categories. The participants were presented with quality photographs of latest trends of different product categories in terms of colour, shape, material, finish, print and patterns, etc.

The design trends concentrate on Lifestyle and Interiors, Fashion and Textiles as well as Accessories. Colour palettes and colour combinations are applied to each and every field. The themes are accompanied by description of the mood along with richly coloured, exciting inspirational images depicting the trend as well as colours, prints and fabrics that highlight the looks of the season. There are key words offered and beautiful colour combinations to inspire new ways to use colours from the Pantone shade card and there are small poster mood boards included for each trend that further illustrate each theme with visuals, colour and print that can be used as a visual tool for designers to see at a quick glance, all of the trends while providing inspiration for creating and developing an amazing seasonal product line. ■