

Trend Forecast - Spring/Summer 2022; Key Directions:Home

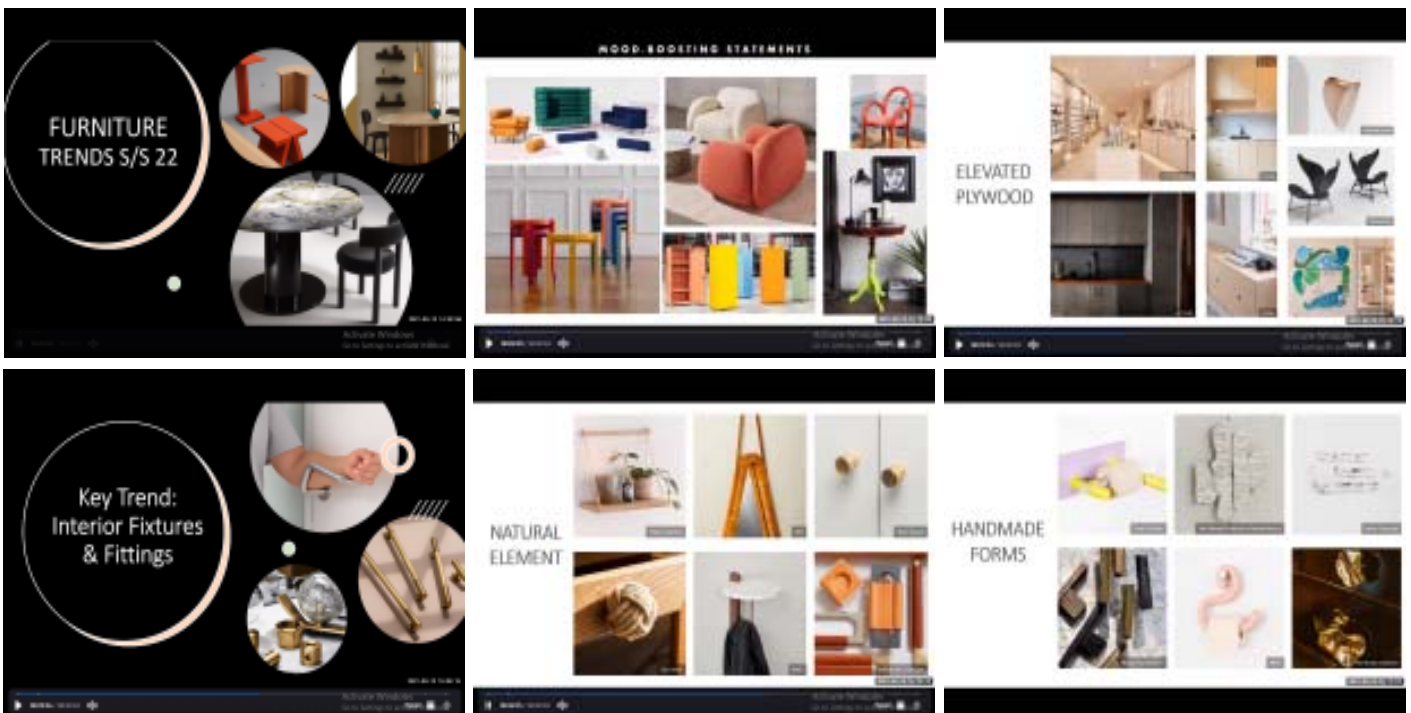
12th March 2021; EPCH New Delhi

EPCH successfully organised an awareness webinar virtually on "Trend Forecast - Spring/Summer 2022; Key Directions:Home :Furniture,Hardware Possible Materials,Finishes,Textures (Material Combinations)". Mr. Ravi K Passi, Chairman-EPCH and a large number of leading member exporters alongwith key faculty, Ms.Tripti Tiwari,Account Manager,WGSN,were present.Ms.Tiwari shared her vast experience in the field of international trends and forecast.

Ms.Tripti Tiwari informed the participants how of WGSN further informed the participants that Coronavirus is changing our future with great societal and economic consequences and has become the catalyst for seismic change across all industries, particularly in the areas of lifestyle and interiors. Our lives will continue to revolve around the home economy for the foreseeable future, and everything we do at home will see a dramatic acceleration, from work to exercise, to entertainment and self-care. The home hub is becoming the homebody hub and such change will have a lasting impact on the lifestyle and interiors markets. Elaborating further, Ms. Tiwari informed that the way we inhabit spaces today and in the future will be radically different. Everything we formerly did outside of the home, we are now doing inside the home, accelerating the need to rethink our space.



She presented a comprehensive overview of the key trends for Furniture and Hardware and latest directions to update furniture for Spring/Summer 22, from hyper crafted statements to contemporary antique designs. She further informed about Color, Material, and Finish (CMF) Trends, Wood: Brands and designers are drawing new attention to wood, from darker grains to subversive styling, to give this enduring material a new wave of creative energy. Elaborating further she informed the participants about Interior Fixture & Fittings Trends: Hardware items come to the fore as consumers' renewed focus on DIY (do it yourself) is leading to home improvements, and the pursuit of more self-reliant lifestyles and how hardware in novel shapes, sophisticated finishes and uplifting colourways are set to become a hit for Spring/ Summer 2022.



Road to Recovery - Consumer Mind Set

19th March 2021; EPCH New Delhi

EPCH successfully organised an awareness webinar virtually on "Road to Recovery - Consumer Mind Set". Mr. Ravi K Passi, Chairman, EPCH; Mr. Arshad Mir, COA Member, EPCH; and a large number of leading member exporters along with key faculty, Ms. Amla Srivastava, Head Designer, EPCH, were present.

Ms. Amla Srivastava informed the participants that earlier, the customer experience was the only way to differentiate your brand among a sea of sameness. Now the challenge is not just to stand-out, but to pivot, innovate and transform. These three buzzwords are much more easily said than done. This is not the time to quiver in fear and count our losses, but be a leader in helping customers get back on their feet. We are now serving a customer's/buyers that have been financially impacted by COVID-19, who wants to be a touchless and digital customer, and who will be living differently for some time. In modern life, we have been lucky to not have incurred a global catastrophe of this nature in over last decades. She informed the participants that speed, agility, and a new understanding of customer values are the keys to navigating the next Neo normal. She briefed the participants that the Coronavirus is changing our future with great societal and economic consequences and has become the catalyst for seismic change across all industries, particularly in the areas of lifestyle and interiors. She further informed the participants that our lives will continue to revolve around the home economy for the foreseeable future, and everything we do at home will see a



dramatic acceleration, from work to exercise, to entertainment and self-care. The Home Hub is becoming the homebody hub and such change will have a lasting impact on the lifestyle and interiors markets. She informed about latest trends and new multi utility products in all the categories of handicrafts for member exporters' interest.

Elaborating further she informed the participants about Interior Fixture & Fittings Trends: Hardware items come to the fore as consumers' renewed focus on DIY (do it yourself) is leading to home improvements, and the pursuit of more self-reliant lifestyles and how hardware in novel shapes, sophisticated finishes and uplifting colourways are set to become a hit in the coming seasons.

