

Ministry of Minority Affairs interacts with EPCH towards Social, Economical & Educational benefits for artisans

New Delhi; 4th January 2022 | Mrs. Renuka Kumar, IAS, Secretary, Ministry of Minority Affairs (MoMA), had an Interaction with Dr. Rakesh Kumar Director General, EPCH; and Mr. R K Verma, Executive Director, EPCH, in the presence of Mr. C P S Bakshi, IRS, Joint Secretary MoMA; Ms Rupinder Brar, IRS, Addl. D.G Tourism; Mr. S K Jha, IOFS, Senior Director, O/o DC (Handicrafts).



Faculty from NIFT and NID Ahmedabad were also present in the process of formulating a scheme for Creating Hunar Hub across India, targeting Social, Economical & Educational benefits for artisans and their families in India. Many more domain experts working in the field of arts & crafts / culture / tourism, were present for their valuable inputs & suggestions. ■

Euromonitor unveils Top 10 consumer segments for 2022

Euromonitor International has released its outlook on emerging and fast-moving trends that are changing consumer values for 2022..They are :

Backup Planners : Wary of supply chain shortages, these consumers are looking for ways to purchase similar items or discovering creative solutions to obtain alternatives.

Climate Changers : Driven by what Euromonitor describes as “eco-anxiety,” these consumers are making more sustainable product and lifestyle choices, demanding action and transparency.

Digital Seniors : Older consumers who were forced online by the pandemic have since grown comfortable with technology. Looking to simplify their lives, they are embracing more digital solutions for socializing, learning and health.

Financial Aficionados : Consumers with discretionary income have spent part of the pandemic boosting their financial literacy and pursuing alternate income streams. Euromonitor sees this group as receptive to retailers and brands offering alternative forms of payment such as buy now/pay later and cryptocurrencies.

The Great Life Refresh : These consumers now place a greater value on their work-life balance. They are changing careers or

leaving the workforce entirely to chart a new course. Personal growth and mental wellbeing are important factors.

The Metaverse Movement : Consumers who are moving beyond virtual get-togethers into immersive 3D realities now consider online socialization as a preferred form of entertainment.

Pursuit of Preloved : Consumers turning to secondhand, re-commerce and peer-to-peer marketplaces aren't merely being thrifty. They see themselves as fostering a less wasteful economy.

Rural Urbanites : This trend includes both city dwellers who moved out to suburbs and rural areas after the outbreak of Covid-19 as well as those who chose to remain in cities. Work is far less tied to a physical office – and rapid e-commerce fulfillment is important to satisfying their demands.

Self-Love Seekers : These consumers prioritize their happiness, treating themselves to goods and services that elevate their sense of self - drawn to products that evoke wellbeing.

The Socialization Paradox : Some are eager to return to pre-pandemic activities while others remain hesitant. They are likely to respond to companies that provide seamless solutions / multiple options across channels. ■ *Source: Furniture Today*

Designers say vintage, curves and nubby bouclé will remain in style

Vintage pieces and curved furniture are two trends that will continue

USA based Apartment Therapy polled interior designers who belong to a variety of professional organizations and networks, including the American Society of Interior Designers, the New York Design Center, and the Female Design Council, among others. Some highlights:

- ▶ 83% of surveyed designers said curved and rounded sofas and chairs will dominate living spaces next year. These sinuous shapes, with soft edges, were also the top silhouette last year. "Having a comfortable spot to relax makes a huge difference and adds to the warmth and homeliness of that space," said designer Jennifer Matthews, the New Jersey-based creative director of Tempaper.
- ▶ 68% of respondents said fabrics and tactile materials including nubby bouclé's will be seen in homes going forward with colors including darker browns and light blues.
- ▶ Stain-resistant and easy-to-clean performance fabrics will reign supreme with 78% of designers seeing this category as a top trend. "In 2022, I'm expecting (to see) spaces that nurture our lifestyles," said Brooklyn, New York-based designer Erin Roberts. This includes the advancements of performance fabrics. "Clients are now being educated on the benefits of luxurious fabrics that live well with the kids and pets."
- ▶ Color trends include sage green with 75% of designers saying they preferred this optimistic hue and 53% of designers going for vibrant shades like rust red. "We had a rough year-and-a-half," says Gainesville, Florida-based designer Melody Vaughn. "As trends show after dark periods in society, color and happiness show up heavily in fashion and home design."
- ▶ 78% of designers predict warm minimalism will take over as the desired aesthetic. The style was predicted to be big in 2021, and it's definitely going strong with its soft palette, natural touches, and light and airy woods.



- ▶ Burl wood, at 68%, and alabaster, at 54%, top the list of what designers see surging in the home for 2022. Burl, which features unique swirls and patterns formed from growth on trees, adds interesting depth, while elegant alabaster, the soft white stone often used for carving statues, vases, and light fixtures, elevates a room with a touch of classic sophistication.
- ▶ In part because of supply chain issues and awareness around the importance of sustainability, 70% of designers say all things vintage will be major in 2022. "Supply chain issues have shown us that we can be inventive with what is local and available to us," said Hyattsville, Maryland-based designer Erica Riggio of Green Owl Design.
- ▶ According to designers, lighting is one home feature that makes a big impact but is often overlooked. A well-lit room does more than illuminate a space; it creates emotion, dictates ambiance, and increases productivity, according to the designers surveyed.
- ▶ Finally, don't underestimate the power of a good rug. "They make a space feel finished, and can bring color, texture and style in through one piece," said Baltimore, Maryland-based designer Tiffanni Reidy of Reidy Creative. ■ *Source: Home Textiles Today*