

TREND ANALYSIS

2015/2016

OVERARCHING TRENDS

Overall, U.S trends for 15/16 are taking inspiration heavily from nature-inspired, organic techniques and deconstructed structure and forms. We also see a continuing underlying fascination with global cultures and craft and the desire to integrate many different styles and textures into what is considered a “well traveled” aesthetic. The art of the “hand made” continues to be a macro trend across all merchandise categories.

OVERARCHING TRENDS

GEOMETRIC PRINTS

Symmetrical Geo Prints (Chevron, Herringbone, etc) have evolved and complexities in repeat elements have become simplified.

TYPOGRAPHY

Watercolor treatments for typography are still trending. Hand rendered calligraphy and spontaneous ink lettering are two dominating styles.

MATERIALS

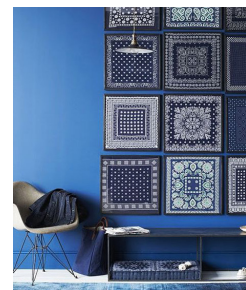
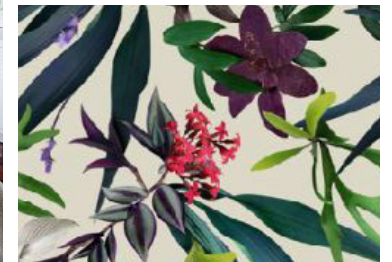
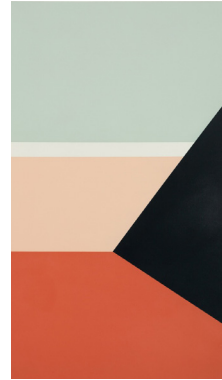
We see metallic finishes trending in home and fashion. Bronze and copper have been integrated into modern designs. Mix-material or mix-finishes continue to thrive (wood/metal, concrete/wood, etc.).

FLORALS

Floral prints and patterns take inspiration from “curated botanicals” inspired by popular indoor plants such as ferns, palms and peace lilies.

COLORS

Saturated hues such as indigo and marsala (pantones color of the year) are popular and embody some of the richness of the cultures they evoke. Muted and neutral palettes especially in wall paints continue to remain prevalent.



FILTERS & CONSIDERATIONS

*IN ORDER TO NARROW DOWN RELEVANT TRENDS FOR
P&C THE FOLLOWING FILTERS WERE APPLIED:*

- was the trend present on the later 14 seasons runway?
- is the trend present on the 15/16 runway?
- is there currently evidence of the trend in the marketplace?
- does the trend crossover to the mainstream?
- does the trend cross over to home/interior world?
- is the trend relevant to our target audience?
- does data reflecting related search words support that interest is expected to rise?

P&C

TREND KEYWORDS

- simplified
- organic
- considered combinations
- created by hand

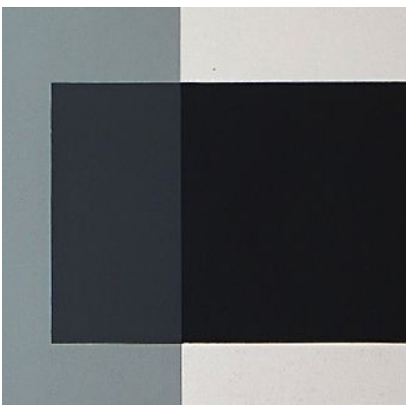
TREND WATCH

COLOR BLOCKING

COLOR BLOCKING for P&C

- EVOLUTION OF GEOMETRIC PATTERN
- CHARACTERIZED BY SIMPLIFIED SHAPES
- SOPHISTICATED USED OF COLOR
- SCALEABLE IN TERMS OF PATTERN COMPLEXITY

COLOR BLOCKING // HOME



COLOR BLOCKING // FASHION & TEXTILES



RELATED PRODUCT KEYWORDS:

West Elm: Colorblock

BoConcept: Multicolored

Anthropologie: Colorblocked, Colorblock

Etsy: Color Block, Color block, Geometric

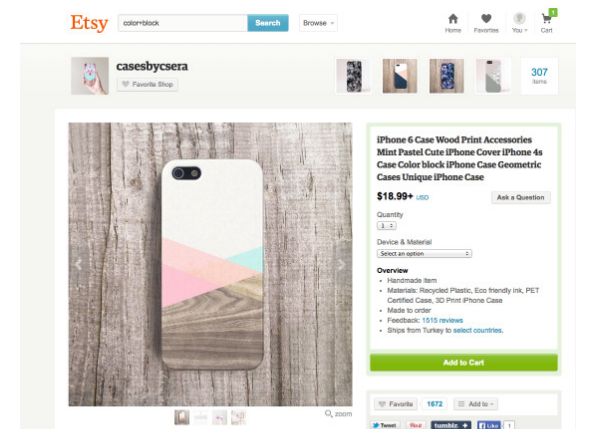
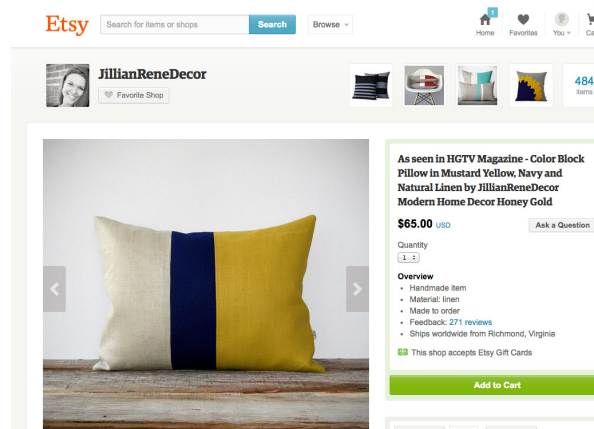
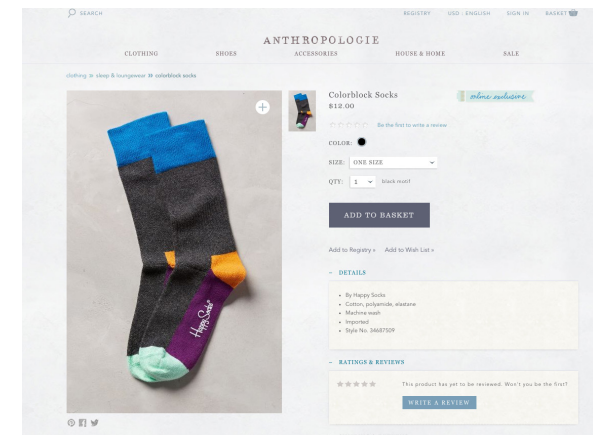
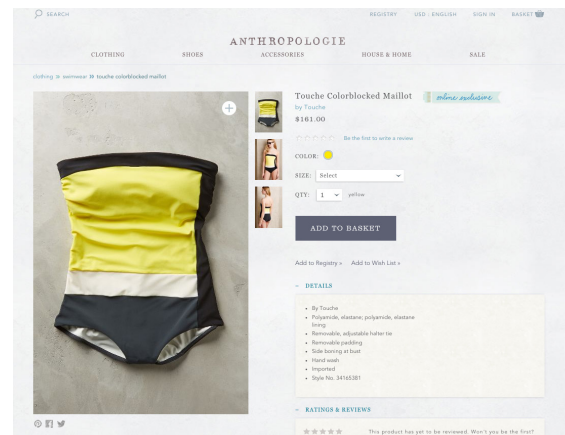
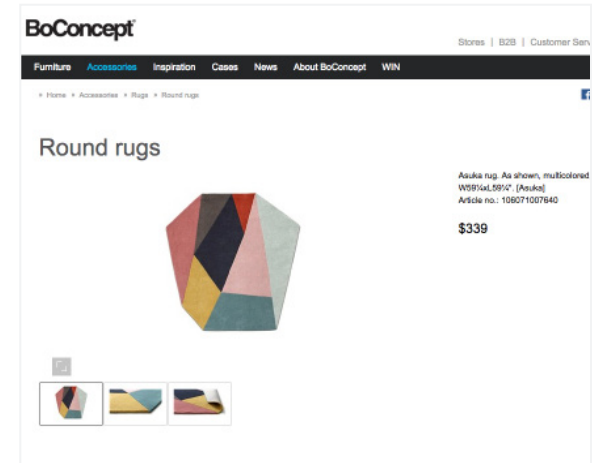
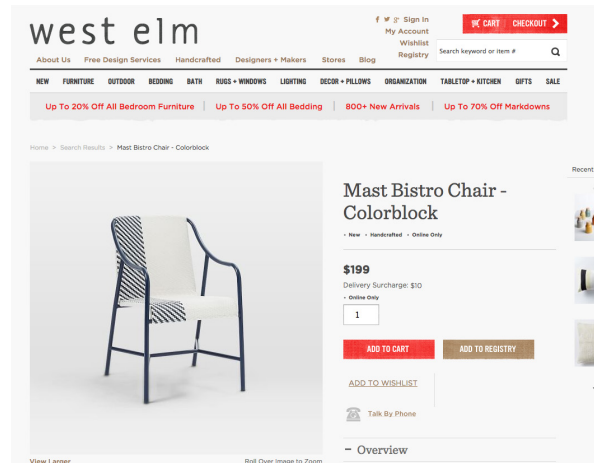
not pictured:

Pier 1: Colorblock

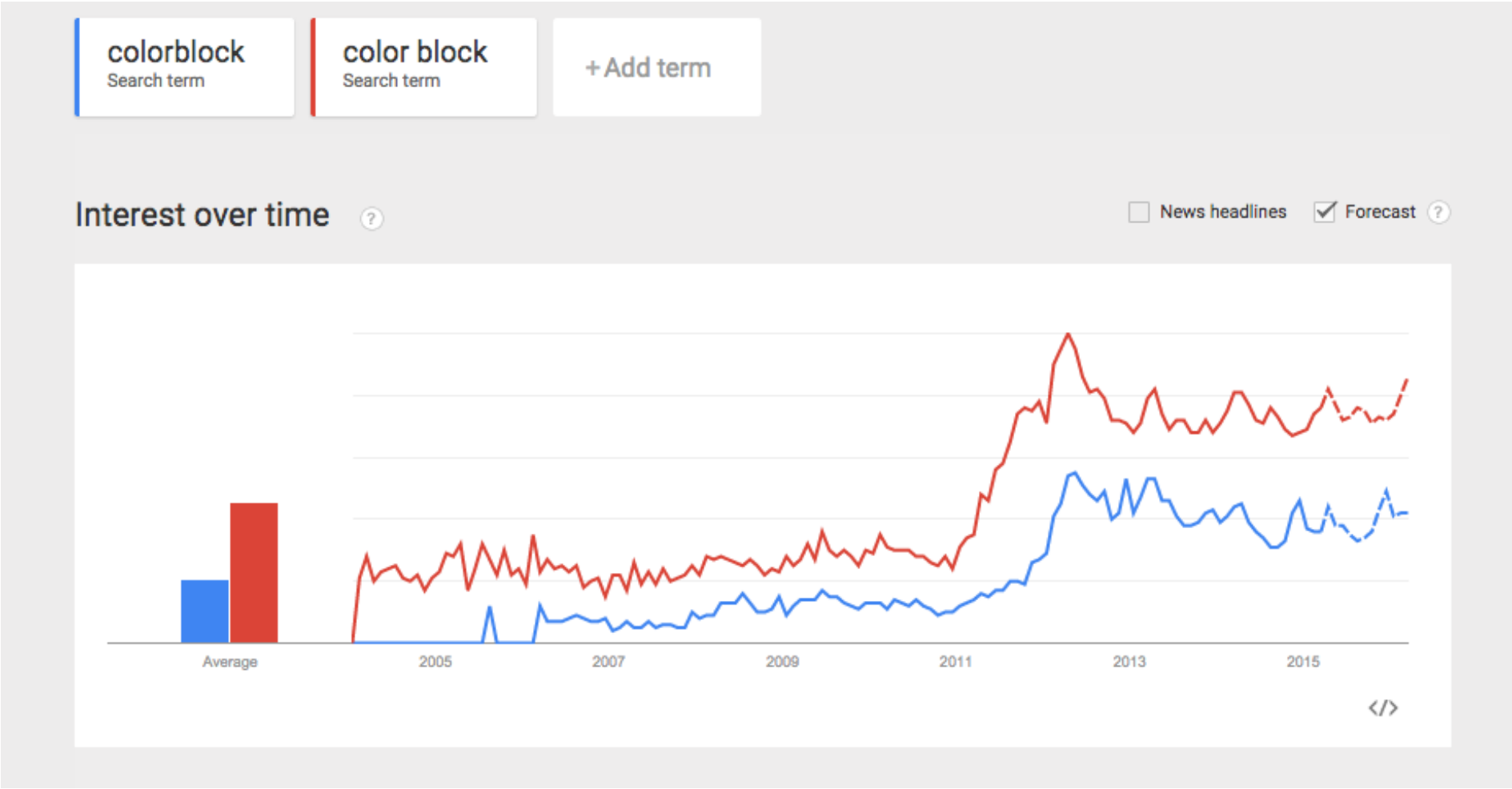
Toms: Colorblock

Kate Spade: colorblock

JCrew: colorblock



GOOGLE ANALYTICS KEYWORD RESULTS



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COLOR BLOCKING // COMPETITIVE LANDSCAPE

COMPETITORS PRODUCT OFFERINGS:

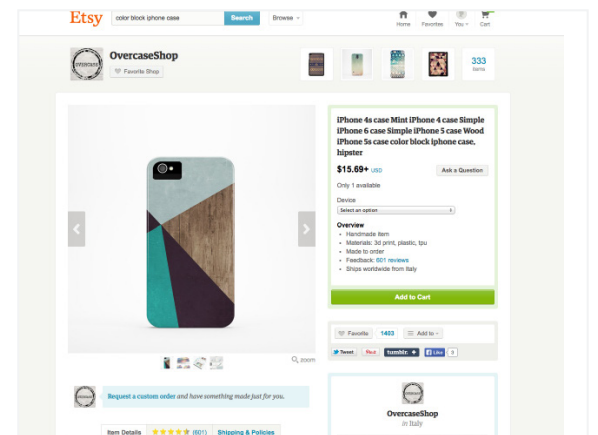
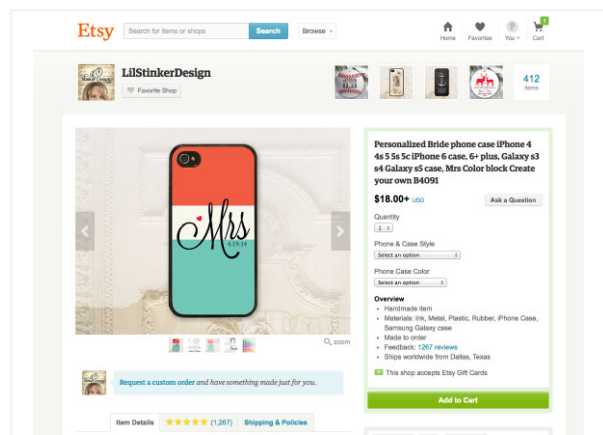
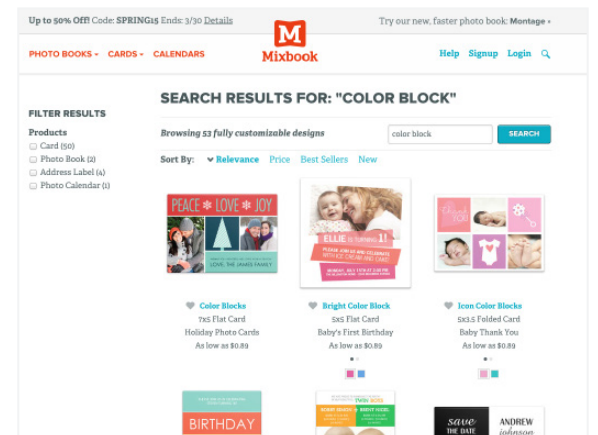
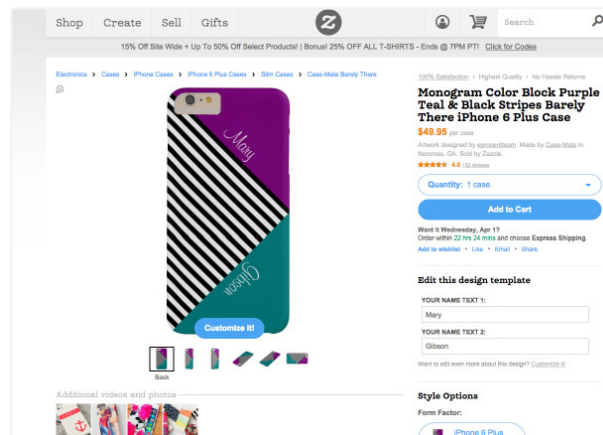
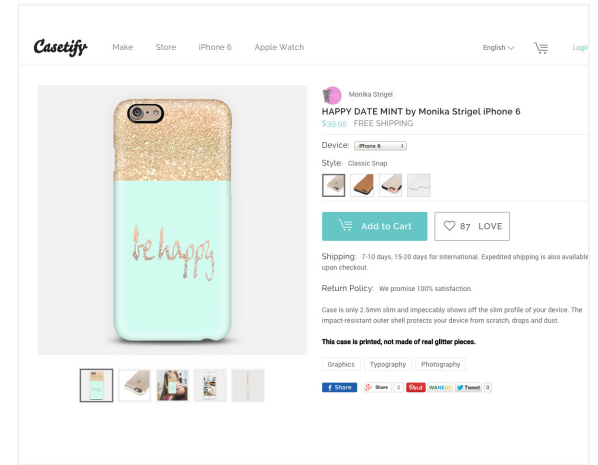
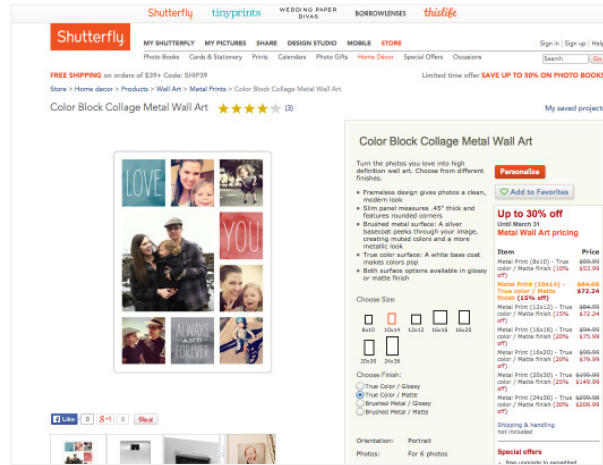
Shutterfly: Color block collage metal wall art; Colorblock monogram framed canvas print

Casetify: non-customizable iPhone case

Zazzle: Monogram color block iPhone case

Mixbook: Color block card templates

Etsy: Personalized bride color block iPhone case, Color block case



COLOR BLOCKING // DIALING COMPLEXITY

FLEXIBILITY TO DIAL THE PATTERNS UP OR DOWN



MINIMAL

COMPLEX

quiet, minimal, not as risky in terms of design possibly appealing more to _____	considered variation, dynamic angles possibly appealing more to Mary	bolder use of color, more complexity in terms of design possibly appealing more to Rachel
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** please note that iPhone case photos on this page are for reference of pattern complexity only

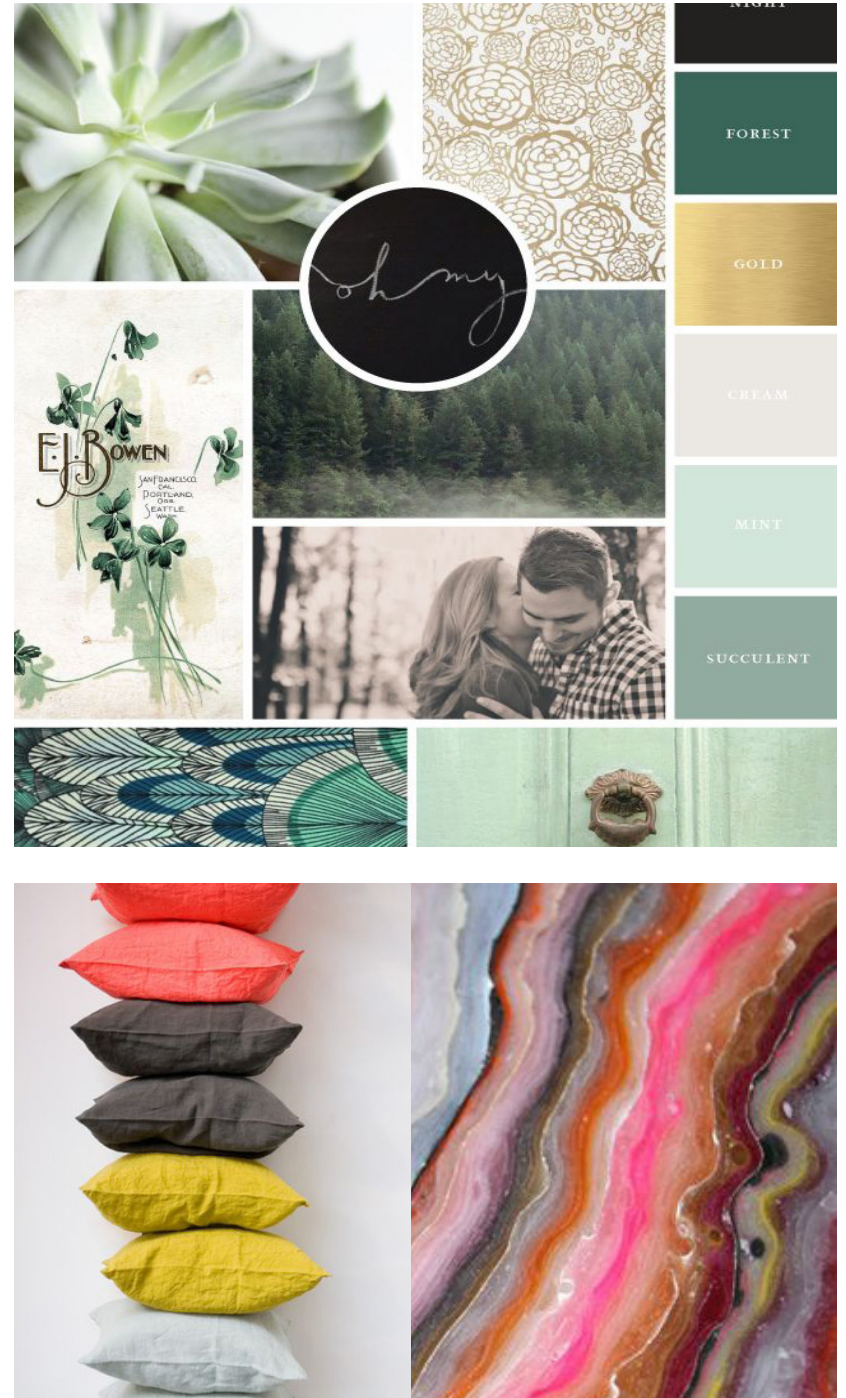
COLOR BLOCKING extensions & applications

TREND EXTENSIONS & APPLICATIONS FOR P&C

Social Stories: Opportunity to tell rich color stories on social and creation blog

Template Integration: this design trend easily integrates into our existing P&C customizable product platform due to the broken out structure of the simplistic geometric shapes

Flexible Applications: Trend utilizes design principles that allow us to easily scale up or down pattern complexity for a wide offering range



TREND WATCH

PAINTERLY PATTERNS

PAINTERLY PATTERNS for P&C

- EVOLUTION OF ARTISANAL
- PATTERNS EVOLVE FROM HAND DRAWN TO HAND PAINTED
- CHARACTERIZED BY STRATEGICALLY PLACED BRUSH STROKES



PAINTERLY PRINTS // FASHION & TEXTILE



PAINTERLY PRINTS // MARKETPLACE AUDIT

RELATED PRODUCT KEYWORDS:

West Elm: Painted

Oscar de la Renta: Brushstroke

Anthropologie: Painting, painted

Etsy: Abstract brush strokes, brushstrokes

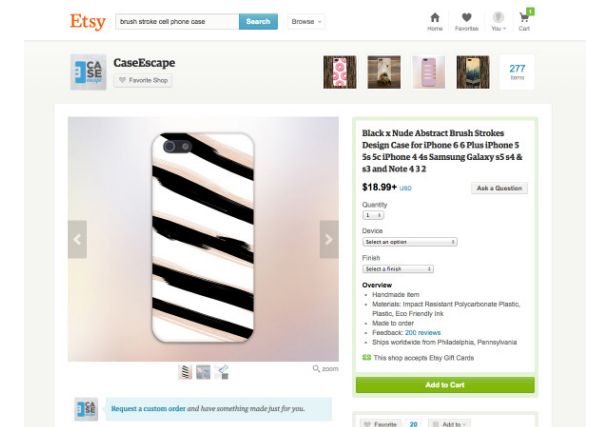
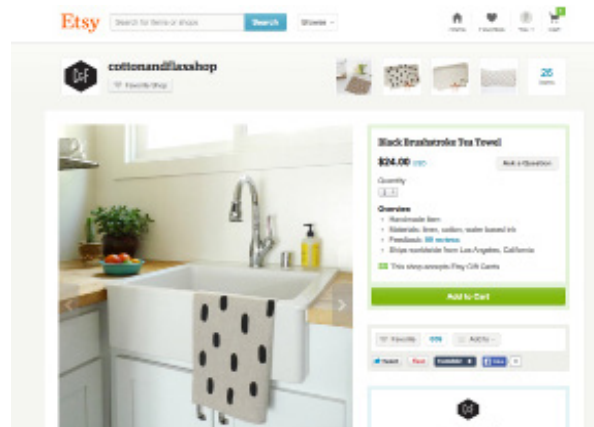
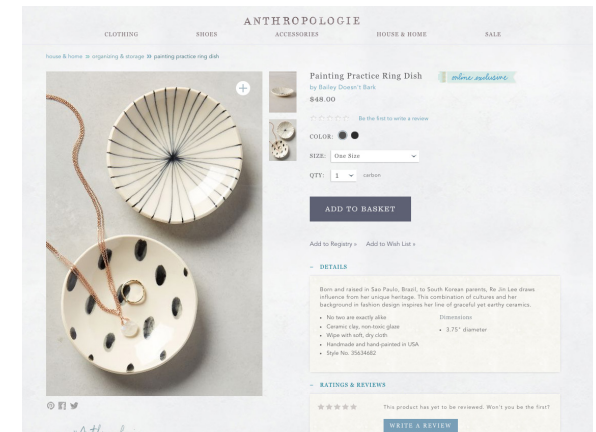
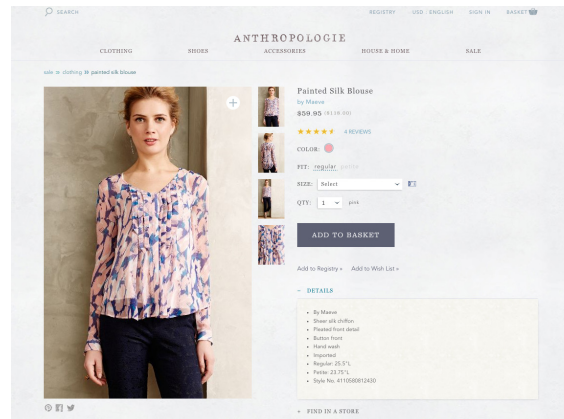
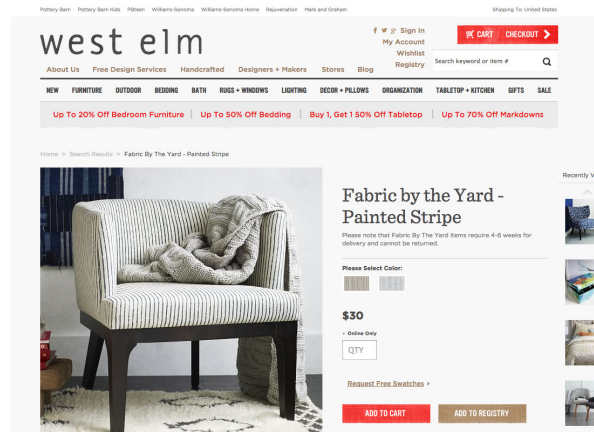
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Crate & Barrel: Painterly

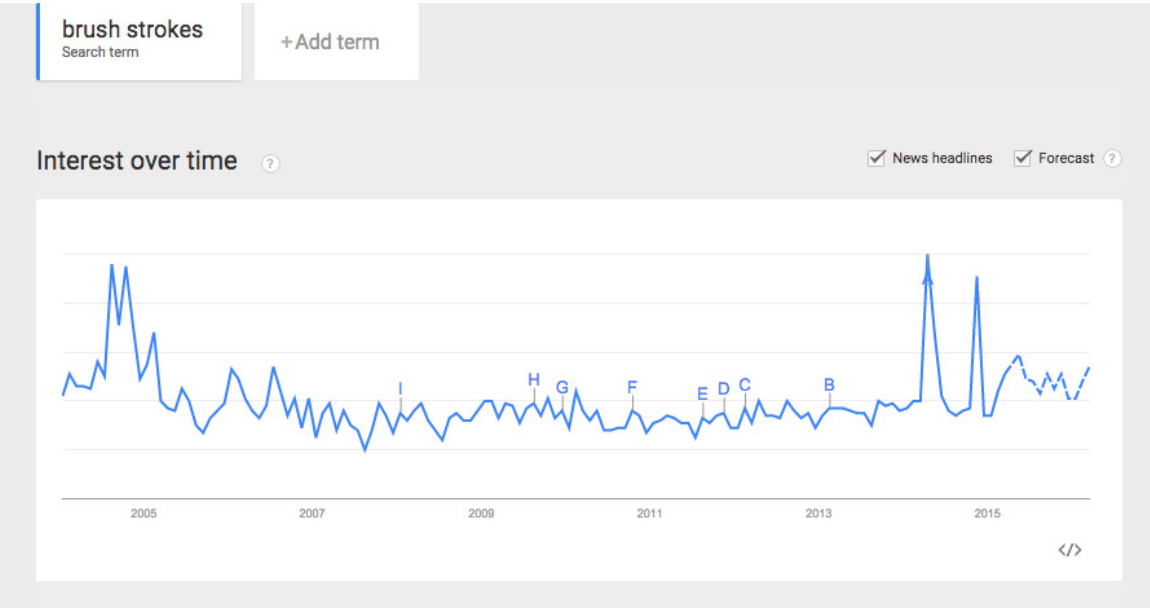
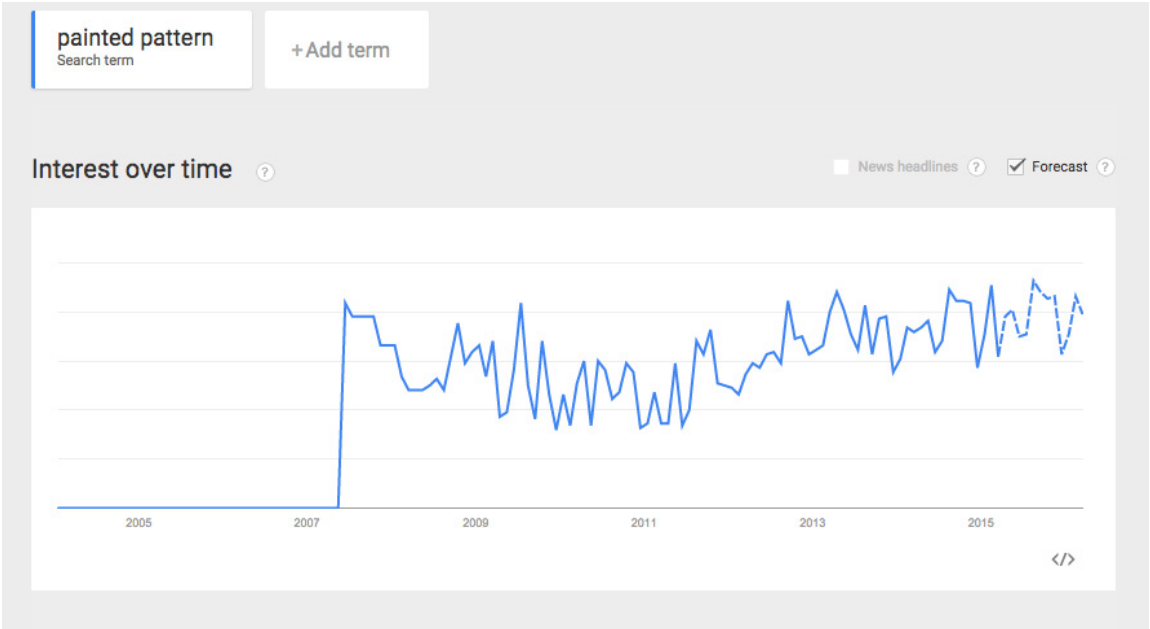
Banana Republic: Brushstroke

Kate Spade: Brushstroke

JCrew: Painted



GOOGLE ANALYTICS KEYWORD RESULTS



COLOR LAB

FW15/16 KEY FASHION COLORS

SS15 Universal Color Tracker
Key Color Trends Across All Merchandise Categories



BLUE IRIS

TEAL QUARTZ



JEWEL YAM



TREND WATCH

ETHNI CRAFT

ETHNI CRAFT for P&C

- EVOLUTION OF IKAT
- DESIGN DRIVEN BY TECHNIQUE
- INTEREST IN GLOBAL TECHNIQUES
AND CRAFT FORMS
(SHIBORI, BATIK, INDIGO CRAFT, SUMI
INK, BLOCK PRINTING)







Home | Indigo Zigzag Blanket



5+1 Tweet Share Like



INDIGO ZIGZAG BLANKET

\$250.00

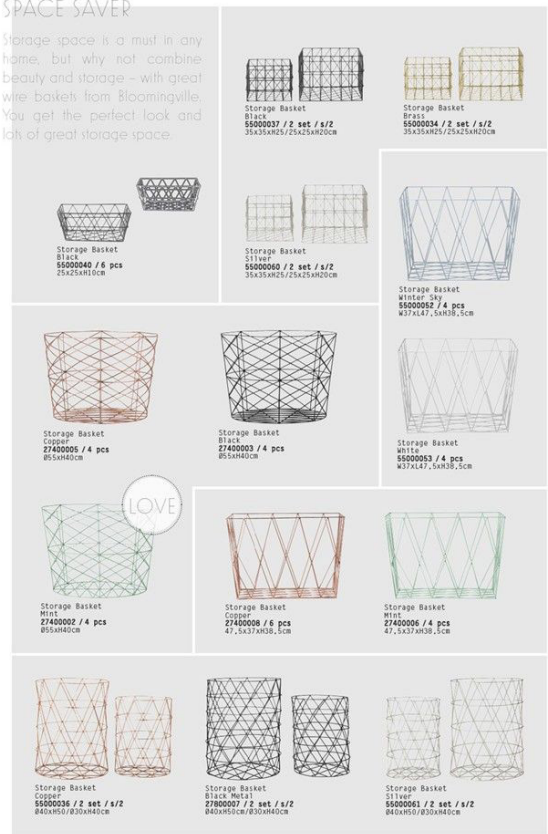
ADD TO CART ONLY 1 LEFT!!

OVERVIEW DETAILS

Cozy up with one of our very, very limited blankets from AtelierOM, purveyor of khadi textiles. High-minded in quality and design, this Coa, India-based studio believes in slow and thoughtful approaches to fashion and our environment. Each piece is 100% handspun and handwoven on traditional Indian looms, and then manually block printed using plant and mineral dyes; so no two blankets are exactly alike. Made to endure every season of life, the Indigo Zigzag Blanket comes in varying shades of indigo.

SPACE SAVER

Storage space is a must in any home, but why not combine beauty and storage – with great wire baskets from Bloomingville. You get the perfect look and lots of great storage space.



HOME ACCESSORIES / PAGE 84

