

# home + housewares inspiration

ISSUE

15.2



innovation

*gia* - honoring  
global retail  
excellence

design

From the World  
of Design and  
Fashion

trends

PANTONEVIEW  
home + interiors  
2016

inspiration

Inspiring  
the Path to  
Purchase

# Letter from the editors

## Embracing Change

Change is often seen as frightening, something to be avoided. Yet so many amazing things are born only because of a major change, positive or negative, that forces the person or organization to think out of the box and step out of the comfort zone.

New people, new roles – either in work or in one’s personal life – change of surroundings...open our eyes to new opportunities and ideas. To possibilities that perhaps always have been “there,” but that only become visible when our old ways and thinking are challenged.

In this issue of *Home + Housewares Inspiration*, we introduce Manuela Kjeilen, who through her husband’s illness and the challenges that followed invented a concept and brand that now inspires her more than 1.3 million Instagram followers from around the world.

Change will also be seen at the *2016 International Home + Housewares Show* – new Show branding, highlighting style, innovation, trends and networking, as well as changes in the Show categories.

These changes have already triggered more changes and ideas for developing the Show and services, supporting business and companies in the home and housewares industry. We look forward to sharing them with you in the next few months.

We hope you enjoy this issue of *Home + Housewares Inspiration* – and very much welcome you to join the change-inspired *International Home + Housewares Show* in Chicago, on 5-8 March 2016!



*Derek Miller*  
Vice President, Global Marketing  
International Housewares Association



*Piritta Törrö*  
International Marketing  
International Housewares Association



INTERNATIONAL HOUSEWARES ASSOCIATION®  
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## Contributing Editor



Michelle Hespe

Michelle Hespe is the editor of *National Geographic Traveller* magazine for Australia and New Zealand. She was previously Editor in Chief of the inflight division at Edge (a Sydney content agency) where she managed a portfolio of six inflight magazines including *OUTthere* – the inflight magazine for Rex, Skytrans, Airnorth and Cobham airlines, and launched a travel and adventure magazine for mining professionals called *ROCKS*, which was Alliance Airlines inflight magazine. She has been in the publishing industry for 18 years and has worked as a features writer, editor and news reporter for publications in the US, Asia, Europe and Australia.



# Making Old New Again

by Martin M. Pegler

Isn't it remarkable how the past is always with us? How objects, textures and things that were part of that past still surround us, but rather than haunt, they offer a feeling of comfort, security and warmth. Not many of us live in homes or apartments with exposed walls of aged bricks, nor do we walk on floors covered with ancient timber, yet when we enter a shop or café or bar that is enhanced by those textures, we feel at home—as though we know this place and are happy to connect with the space.

The bare brick wall, the lumber that was rescued from a collapsed or collapsing building

and those strange looking "antique" objects that were once part of our grandparents or great-grandparents lives are now familiar friends as we, as a nation and as a global community, are more aware of the world's fragile ecology. Today, architects, store designers and



interior designers are saving as much of the past as they can, not only for the good it can do but for what it offers as material to build new spaces for

a new audience that is fascinated by the past as well.

I relish designs that emphasize reuse and repurpose when it comes to fixtures, furniture and decoratives, as well as finishing materials. So many design elements and so many pieces of

Martin M. Pegler is an author, editor, educator and lecturer, professor at Fashion Institute of Technology in NY for over 30 years. Martin has worked with the IHA Global Innovation Awards from the beginning of the *gia* program in 2000, as an Expert Juror.

furniture are discarded—tossed out or destroyed—that are still usable and can still function effectively. They also add a special quality to the design be it a connection to the past and reinforcement of the brand identity.

The "old" may add a humorous accent—a light touch—to a serious undertaking. An old armoire or scarred chest of drawers can be given a new coat of acrylic, water-based paint and lined with colorful wallpaper to become a featured fixture in a shop or as a window



# Making Old New Again continued

display. A lighting fixture from the 1930s adds a unique look as it hangs over a rustic farm table, which now serves as a focal displayer in a shop. Mixing old with new is not a recent concept. It has been around since “the old” was actually “the new.”

Especially for attention getting displays, the “old” can be used to compliment the “new.” Can you picture that old refinished and relined cupboard filled with a line of bright contemporary dishes. How about an ancient gas range or “antique” coal stove used to present the newest and shiniest of cookware? Old home appliances are not only curiosities but also attention getters. They set up a whole NOW & THEN thing that demands comparison. You probably have some of these “antiques” in your basement or attic or—even worse—in the back of your cabinets. Pull them out and dust them off but leave them in their

cracked or scratched or blemished state. They will make your newer versions shine brighter.

What qualifies as “old”? Almost anything that is not “new.” No matter how smart, stylish and sophisticated your shop may be, or maybe because it is so smart, stylish and sophisticated,



something worn, torn or shedded can make such a big impression amidst all that is new and shiny and perfect. It can be the “irritant” that jolts or startles the visitor to see something you wanted to highlight. Old tea cozies and tea towels and grandma’s tea cups to set the scene for bright, brilliant tea kettles? Cans or boxes of food from another era or generation to contrast with sharp, stylish dinnerware? Use the old to make the new look even newer!

If you need a focal point or a specialty area highlighted, try using something old—like an “antique” piece of furniture. If all your fixtures and fittings are stainless steel, compliment all that shine with a rustic wood farm table or kitchen cabinet or—if you can find one—a vintage ice box left open to show off some

contemporary merchandise inside on the tired shelves.

Use your imagination. Be creative. Look at and search for old pieces that are interesting, odd, unique, quaint and yet will serve as attention getters for your younger shoppers or “old friends” revisited to your older patrons. Making old new again can be the way to make your brand user friendly to a wider market while also showing your “green” side by reusing, repurposing and refinishing things that might have gone into another landfill. There is much to gain and at very little or no cost. Enjoy—have fun and watch the smiles on your shoppers’ faces as they see old, familiar and bygone “friends” again. ■

*Photos: Chumbak, India.  
Design and Visual Merchandising  
by Anuraag S.*



# Global Retail Stars of 2015

The IHA Global Innovation Awards (*gia*) is the brainchild of the International Housewares Association, and having launched in 2000, it is now in its 15th year.

The annual awards are considered the Oscars® of the retail world, attracting entries from across the globe. This year, 25 national *gia* winners from 24 countries were chosen to represent their countries in Chicago, competing against one another to become one of five *gia* Global Honorees.

Deciding upon five winners from 25 excellent retailers considered the best in their countries is no easy task, but the decision is made by a jury of four retail/visual merchandising experts and seven editors from co-sponsoring homewares trade publications. They consider all aspects of the nationally acclaimed retailers such as vision and strategy, store design and layout, visual merchandising, displays, marketing, advertising,



promotions, customer service, staff training and a word that sums up what all entrants strive for – innovation.

We warmly congratulate the *gia* national winners and take a closer look at the companies that were bestowed with the *gia* Global Honoree distinction.

Visit [www.housewares.org/gia](http://www.housewares.org/gia) for more information on the IHA Global Innovation Award program and to find short introductions and images of all 25 *gia* winners of 2014-2015. ■

## 2014-2015 national *gia* winners:

Country	Store Name
Argentina	ORGANIZZA
Australia	Koskela
Brazil	Presentes Rodriguez
Canada	Hudson's Bay
China	MLILY HOME
Colombia	Mettler
Denmark	Munk
Eastern Europe (Romania)	KITCHENSHOP
France	Oh my Kitchen!
Germany	Bärle am Friedrichsplatz
India	Home Centre
Ireland	Stock Design
Italy	Contini
Japan	IDÉE
Middle East (United Arab Emirates)	THE One Total Home Experience
Netherlands	Coolblue
New Zealand	The Design Depot
Poland	Dobroteka
Russia	Torgoviy Dom KWESTOR LLC
South Africa	Metelerkamps
Turkey	Jumbo
UK	John Lewis
Uruguay	Vivai
USA	Marcel's Culinary Experience
USA – Internet/Catalogue	Wayfair

Watch a quick *gia* video at [www.youtube.com/watch?v=D40xntvCR1E](http://www.youtube.com/watch?v=D40xntvCR1E)



# Introducing the 2015 *gia* Global Honorees

by Michelle Hesse

In Chicago last March, five stores from around the world were voted as the most innovative, outstanding retailers on the planet. We check out what makes them so unique and outstanding.

The top five stores declared *gia* Global Honorees in 2015 were: Koskela from Australia, Presentes Rodriguez

from Brazil, Hudson's Bay from Canada, Jumbo from Turkey and John Lewis from the UK.

In addition, Organizza from Argentina won the Martin M. Pegler Award for Excellence in Visual Merchandising. ■



Australia

"Imaginative displays and effective use of the impressive premises," "Innovative practices, including a brand-fitting in-store café" and "Strong social responsibility programs," were just some of the many comments from the *gia* expert jurors about the Australian Global Honoree.

Koskela is much more than a retail store. Launched in 2000 as a design company creating innovative furniture for offices, it has since evolved into a well-loved brand that has a design store showcasing the outstanding work of up-and-coming designers, while championing social enterprise, sustainability and the well-being of workers behind the scenes making products. Koskela also works toward empowering Australian Aboriginal artists through artistic collaborations that are making a difference to the communities from which they come. The brand is all about making a difference in the world.

The physical Koskela store, which is housed in a 2000 m<sup>2</sup> warehouse in Sydney, is also a funky canteen-style café called Kitchen by Mike (serving up food with a focus on fresh seasonal produce), a space for creative workshops (think tapestry, painting and creating your own designer piece) and an inspiring gallery always brimming with unusual, thought-provoking pieces.

The community that the two owners have built around their creative concept not only makes Koskela a destination store, but also



nurtures the interests and talents of the many people that the store attracts. Koskela has become a creative playground that is not only selling products, but is also taking care of the people who create them, and doing its bit to help the environment, wildlife and people, by always considering where the products stocked come from, how they are made and what impact they will have on the future of the planet. ■

To learn more about Koskela, visit [www.koskela.com.au](http://www.koskela.com.au) or see the **Koskela *gia* blog**.



## Presentes **RODRIGUEZ**<sup>®</sup>

Brazil



The *gia* jury thought the outstanding things the Brazilian Global Honoree, Presentes Rodriguez in Santa Andre, brings to the table are its “impressive architecture and great use of space,” “effective branding” and “well-integrated technology using a cloud-system.”

Two young, entrepreneurial brothers with a passion for home building and technology and how it can be utilized in business to make a shoppers’ experience more enjoyable are behind Presentes Rodriguez. The business aims to “realize the dream of consumers by providing the best buying experience.”

Specializing in home supplies, wedding gift lists and home décor, the store offers exclusive product lines from across the world while also striving to create a cozy, homey environment for shoppers. Spread over 1000 m<sup>2</sup>, the store attracts 60 percent of its buyers to the physical store, and 40 percent to its virtual equivalent. This is not surprising, considering the technology that the brothers are using also makes management of the business more streamlined and the staff more effective.

For instance, the store’s internal management systems work with two interconnected administrative systems that are in the ‘cloud,’ allowing executives to access and perform any operation remotely from any place and at any time. It not only facilitates access, control and management but also increases efficiency for reduced operational costs and hardware investments. Greater



efficiency is also generated in terms of distribution operations, as the clever, timesaving technology enables a unified control of the physical store, virtual store and distribution center – from anywhere. ■

To learn more about Presentes Rodriguez, visit [www.presentesrodriguez.com.br](http://www.presentesrodriguez.com.br) or see the **Presentes Rodriguez *gia* blog**.

## HUDSON'S BAY

Canada

"Beautiful visual merchandising" and "attention-catching signage" are two of the many things that the *gia* jury loved about this stylish Canadian haven.

Founded in 1670, Hudson's Bay Company has had over three centuries to evolve into the department store that it is. The Canadian arm of the business has become Canada's most prominent department store, with 92 locations and is the country's oldest department store chain.

The *gia* winner this year is a specialized offshoot of the main company called Home on Seven, and opened its doors in 2014. The

seventh floor of the iconic flagship Hudson's Bay store in Toronto is now devoted to housewares, tabletop and small appliances, all anchored by a beautiful gift registry area, a Godiva chocolate shop and the spectacular new Kleinfeld Bridal Boutique. The



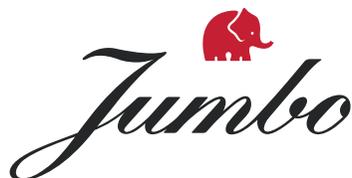
set-up is a bride-to-be's heaven, created to enhance the bridal experience by bringing all relevant businesses for a wedding together in one impressively coordinated and completely stylish space. The store can be explored by 'trend zones' and the main aisle resembles a market street with seasonal displays that entice, delight and create a memorable shopping experience. From china and housewares to small electrics, cook and bakeware, décor and gift products, it's a one-stop dream shop, with a sumptuous chocolate shop in which to take time out and indulge the taste buds.

Hudson's Bay is very active on social media channels but one of their most effective marketing tools is the publishing of their Home catalogues four times a year, which are both positional and sales-driven, showcasing fashion and trend perspectives of the home for each season. ■

To learn more about Hudson's Bay, visit [www.thebay.com](http://www.thebay.com) or see the **Hudson's Bay *gia* blog**.



# 2015 *gia* Global Honorees *continued*



## Turkey

The *gia* expert jury and all of the judges loved Jumbo for its sense of fun, teamed with innovation, which combined, has led to excellent marketing strategies. They also loved the “great architecture and fun approach to visual merchandising.”

The store’s mission is to contribute and be a leader in dining culture by showcasing timeless designs and ergonomic, premium quality products that meet customers’ demands of being both useful and beautifully designed. The store’s products are all about form meeting function, whether it

be cutlery, porcelain, glassware, cookware or accessories and gifts.

Jumbo’s approach is certainly working, as it has grown from being a small atelier founded in 1947 to an impressive organization with 19



franchises, 25 Jumbo-owned stores and (including *gia*) eight international awards under its belt.

As any retailer knows, great staff is integral to the success of a business and Jumbo takes its staff training very seriously, collaborating with businesses that specialize in training for the retail sector. It’s such a highly regarded place to work that the company offers a 360-degree, 3-month education program for 25 candidates selected from the 8,000 or more applicants who apply. Twelve of these candidates are then hired as Assistant Store Managers at the end of the program. Jumbo also has a 15-day orientation program for all staff, which includes training in brand and product, sales techniques, customer relations, visual merchandising, operational processes and IT systems. ■

To learn more about Jumbo, visit [www.jumbo.com.tr](http://www.jumbo.com.tr) or see the **Jumbo *gia* blog**.

## John Lewis

United Kingdom

The judges and jury had much praise to offer the representatives from the UK's John Lewis. The business is an unusual model for a retail store, in that John Lewis department stores are part of the John Lewis Partnership, which is employee-owned. In other words, the company is owned by a trust on behalf of its employees, who are known as Partners. This leads to exceptional focus on service and every other element of the store, as the Partners have a vested interest in wanting the business to be the best that it can be.

The jury's feedback was that the store has "great architecture and theatrical and creative displays" as well as "thought-provoking use of ordinary products and breathtaking merchandise displays." The judges also thought that the store has highly imaginative window displays, including a live cooking demonstration, great use of graphics, and they were especially complimentary

when it came to the pop-up mini shops feature in the aisles that offer customers "unique and effective selling spaces."

The history of John Lewis is impressive for any business, as it all began back in 1864 with the opening of the first shop in London's Oxford Street. 'Never Knowingly Undersold' has remained the unwavering promise to customers for 75 years, with the price of any item for sale always being as low as the lowest price in the neighborhood. Through the efforts of the Partners sourcing high quality goods and the building of loyal relationships with suppliers far and wide, John Lewis has succeeded in creating the largest department store retailer in the UK, with 43 shops - 31 department stores, 10 John Lewis at Home stores and shops at St Pancras International and Heathrow Terminal. The company also continues to grow steadily online. ■

To learn more about John Lewis, visit [www.johnlewis.com](http://www.johnlewis.com) or see the [John Lewis \*gia\* blog](#).



# A Picture Worth a Few Hundred Words: Ladders & Step Ladders

by Martin M. Pegler

Step right up! That is what ladders are for. Not only do they make it possible for you to access something that may be out of reach, they also allow you to go from one level to the next with assurance of new views at each level.

Think about it for a moment! How many different types of ladders do

you already have in your store? You may have the single unit, which consists of two uprights connected by horizontals at regular levels, or maybe you have a step stool, which is a miniature ladder with only two or three steps or levels in all. Then there are the work-horse ladders that fold away and can go from five or six feet in height to

A ladder is a great prop:

- showcase items on a single device
- separate/organize the merchandise
- bring the items to eyesight.

maybe even taller. Now, these ladders may be tired looking, paint splattered or just weary from use, but that does not diminish their application as a window or interior prop for displaying an assortment of products where each item, pattern or coordinated cluster gets to be viewed on its own level. And getting a few new ones of assorted heights would not be a bank-breaking deal!

What makes any ladder such a great prop is its ability to showcase a variety of items on a single device, allowing you to separate yet organize the merchandise and bring the items closer to the viewer's eyesight. Let us assume you have dishes to show. On the lowest step, collected over to the right side, you can show a cluster of red dishes—plates, cup and saucer resting on a red fabric napkin that is draped over the ladder step. On the next step up and over to the left, set an orange napkin and a sampling of the orange dishes. Next step up—centered on the step—the yellow collection and so on, until you have shown the rainbow collection.

For Valentine's Day, you'll want to show off all of your red products from dishes to tableware, to cookware, coffee makers and so on, with each product represented on





a separate step. In this case you might want to spray the stepladder red as well. For Christmas you might spray the ladder white and flock it with artificial snow and trim it with snowflakes and icicles or wrap it with garlands of seasonal greenery.

Be playful—let your imagination soar. Wouldn't a green ladder trimmed with daisies announce you have a new springtime showing? A pastel colored ladder will enhance an Easter event. How about using a collection of assorted-sized ladders to fill a large window or a single ladder—as a follow through theme—for a series of small windows?

Think vertically instead of horizontally! Think of displaying your products in relation to the person on the street. Bring your items up to their eye-line. However, it is possible to display both vertically and horizontally with ladders. Inside the store, create a shop-within-the-shop by using a pair of stepladders with shelves set between them resting on each step or alternate steps—depending upon the size and



height of the items. The same approach can work in windows for heavy promotional displays.

Don't ignore your regular ladders—the ones that usually have to lean against a wall because they cannot stand upright on their own. If you use them as window props be sure to secure the part that leans against the wall so that the ladder is secure and won't be affected by the passing traffic.

As with all good props and fixtures—give them frequent rests away from the public. Do not use them over and over again without refreshing, renewing and reconditioning them. Paint and appliques will do the job and usually at a minimal cost. Be clever—use your imagination—have fun and STEP UP with ladders! ■

# Chicago Retail Gem

by Michelle Hespe

In a character-filled, old, sunny warehouse in Lincoln Park on the north side of Chicago, there's a business that is edgy, worldly, and well... positively chic. "Jayson Home has a warm, sensual, textured feel," says

always stayed true to its roots... That is: authentic, unique, chic, classic, and unexpected."

Jayson Home has established itself as a destination store, but also continues to spread its wings in the ever-expanding online space. "We're really a small business that has a national and global presence because of our website, editorial placement, blogs, marketing and advertising," explains Scheeler. "Because we're a small business, we can shape-shift our product mixes seasonally and yearly, buying as we like, of course with our very savvy clientele in mind."

For many businesses these days, e-commerce has been the path most commonly chosen, and Scheeler believes that its rapid rise to fame has gone a long way in raising the retail bar. "You really have to be on

Michelle Hespe catches up with Caroline Scheeler, Creative Director of Jayson Home in Chicago's Lincoln Park, to find out what makes this funky retail store a success story.

The success of the store follows the belief that it's as equally important to be responsible within a business model, as it is to be creative.

Creative Director Caroline Scheeler. "It's the kind of store that friends meet up at, and hang out, while they're shopping. While our store, our brand, is ever evolving, it has

your toes, more than ever," she says. "Not only are our customers savvy, shoppers are savvy. I think in creating a website as a truly interesting, exciting retail shopping experience is a real challenge," she says. "For us, the challenge is in conveying the theater, the drama that people love about our store. There's really only so much warmth and fuzziness you can convey on a screen. But, I do think we're pretty successful at doing just that!"

That warm, fuzzy feeling that Jayson Home creates online, and offline, is really why this remarkable



# Chicago Retail Gem



store has made its mark. This, for instance, is just one happy customer talking about the store online...

"I must explain the awesomeness that is this store, because you have to visit all the different areas. When you enter the main building, all the merchandise really delights you.... and your nose! This main part of the store has really cool/funky furniture, accessories and gifts, all very unique - I buy a ton of gifts here. It also has fresh cut flowers, along with a wonderful selection of candles, so the whole room is wonderfully fragrant. Be sure to visit the outlet store in the basement where you can get huge discounts on off-season items, plus slightly imperfect items."

This infatuated regular customer goes on to say... "The next area is outdoors, where Jayson sells seasonal merchandise - in the fall it's a pumpkin patch, in the winter it's a Christmas tree lot; the rest of the year it's plants and garden accessories. I hardly have a green thumb, but I love meandering here anyway."

Jay Goltz, founder and owner of Jayson Home, and not to mention self-proclaimed 'business artist', is the man behind the name, and as Scheeler says, "the success of the store follows the belief that it's as equally important to be responsible within a business model, as it is to be creative."

Goltz opened a picture framing business in 1978, right after finishing college. His business grew quickly, and before he knew it, it was twenty times the size of the average framing business, making it the largest in the U.S. After gaining so much first-hand experience in retail, Goltz wrote a book - 'The Street Smart Entrepreneur: 133 Tough Lessons I Learned the Hard Way', now translated into three languages. Goltz also blogs for The New York Times (check out "You're the Boss") and is a popular business speaker.

Caroline started with the company in 1993. "Jay has always supported my vision. A couple of years after I started, I realized there was such potential with this company," she explains. "The home furnishings retail

# Chicago Retail Gem

business was beginning to blossom, so we struck while the iron was hot. Jay's fresh entrepreneurial spirit struck a chord with me, and I decided this was a good, inspiring, and happy place for me. I have found a personal balance between being creative and, to my surprise, learning a lot about business along the way!"

The joy that Scheeler and Goltz gain from Jayson Home is obvious, not just in their words, but in the impact the store has on its visitors. "We just want to bring things here that are exactly what we know our customers would like, and then to also bring in some product that is a bit of a risk - a surprise," Scheeler says. "I think that's what people love about our store - a mix of classic and elegance with a little bit of edge."

Yes, it has international attention, but Jayson Home has certainly found a loving physical home, and with it a loyal following in Lincoln Park. Scheeler could not be more proud when she explains how this store sprung from this once grungy part of Chicago. "Chicago is a city with a grounded, self-confident sophistication. There is such a diverse mix of culture, art, architecture, design and people, that quietly filters into our brand," says Scheeler. "We are who we are because of where we are. We love this city, and we love to get out and about, and then bring it all back home! I think that kind of wanderlust; nomad-centric aesthetic is in large part what people have loved about our brand. They rely on us to travel the markets and dark warehouses and dusty roads to cull through everything and bring back an edited collection for them to add to their own experience."

So what can other retailers learn from the Jayson Home experience? How can a retailer help their customers when it comes to decorating their homes? Scheeler thinks it boils down to gathering things with which you feel a connection. "You can never go wrong if you do just that," she says. "My home does not look designed - it looks collected, and very lived in. While I live in a very traditional home in these parts, it is littered with things from all over this world - from Africa to Sweden, and India to Japan." She sums up the Jayson experience: "I think that's what people respond to in our store - it feels like an adventure. You can't take it all in one fell swoop - you have to look at the details. It tells a story and makes you want to sit and stay awhile. So it feels like home." ■

To learn more about Jayson Home, visit [www.jaysonhome.com](http://www.jaysonhome.com).



# Find Your Style

by Terri Winter

Selecting a color palette and style for decorating can be difficult.

Consumers are bombarded with different ideas, so it can be hard to settle down to find one's own style. Here are several simple suggestions you can share with your customers to get them started on their own design style and color palette.

Use these tips to create a handout for your customers. Or post them on your website. Rewrite or customize these suggestions to incorporate services or products you offer. But don't be too promotional or sales oriented. Providing helpful guidance to your customers can make you a valuable resource to them, and one they will turn to when they are ready to purchase items for their decorated spaces.



## Know what you want to achieve

You can't do it on your own or with someone else if you don't have a clear vision of what you wish to achieve. Begin by writing it down on paper. This will help you complete any details and fine-tune your idea.

Getting it down on paper will clarify if your desired style direction works in your current circumstances. If you love a super modern home, resplendent in soaring glass and steel with concrete floors, but you live in a traditional cottage, you may need to file the designed style on your future wish list. This is not to say you can't take notions of your desired look from a building style that is not the same as your own - but a fabulous looking home, much like choosing an outfit for a night out, takes many things into account. Your home will look its best if you highlight its best features.

## Get it out of your brain and onto paper (or your laptop!)

Pinterest can be used as digital scrapbook for projects and used to create mood-boards. Pinterest is



Terri Winter is the co-owner and founder of retail store top3 by design in Australia.



a time saver as you can organize your different ideas on various boards - and maintain all the original sources and links if you want to go back later to get more information on that image.

## Start with deciphering your STYLE

Your style will influence your color palette. Ask these questions: What is it about your home that makes it yours? What are its best (and worst) features?

What you may consider the negatives of your home could actually be the keys to making your place extraordinary. Make a list of your home's attributes - aspects you consider its best features - and also

a list of the parts you dislike or think need some work. These are your building blocks for your new space.



# Find Your Style

**Be authentic in all of your purchases.** Only then you will truly have a home that reflects you and your life. If you buy quality items, you will buy less and keep them longer, and weave a wonderful story that can evolve and grow with you AND the seasons.

## A favorite painting is a great place to start

Artwork that you love is a perfect place to start. Pick out tones from the artwork and incorporate them. A single vibrant painting or print can become the basis for a very dramatic interior. If there are multiple tones in the artwork, consider taking only the highlights rather than reproducing the main color, or keep your home almost completely neutral and let the color be your star.

## “Steal” your ideas from other homes

We now have so much access to inspiration from Pinterest, Instagram and design and architectural blogs and magazines. Scrapbook ideas - don't think too much - use your instincts, don't pigeonhole yourself before you start. After you have collected heaps of things go through them all and you will see a few themes emerging. ■

To learn more about top3 by design visit, [www.top3.com.au](http://www.top3.com.au).  
[instagram.com/top3bydesign/](https://www.instagram.com/top3bydesign/)  
[www.pinterest.com/terriwinter/](https://www.pinterest.com/terriwinter/)



## Accessories

Accent accessories from fruit bowls to cushions are the simplest ways to update your space. Whichever style direction you take, make sure you maintain a personality in your interior, keep things that are meaningful as part of your new home and add fun and personable design elements.

I am a huge believer of the home being a journey - a tapestry of your life - so don't throw EVERYTHING out and start again. You don't want a home that looks like you went out and bought it from one store.

Magazines and blogs will tempt you down a different path every season. Incorporate small elements of these trends to keep your space fresh, but avoid large whimsical and “trendy” purchases that will be discarded once the novelty has worn off.

Photos supplied by Terri Winter.



# Design Stars - Winners of the 2015 *gia* Product Design Awards

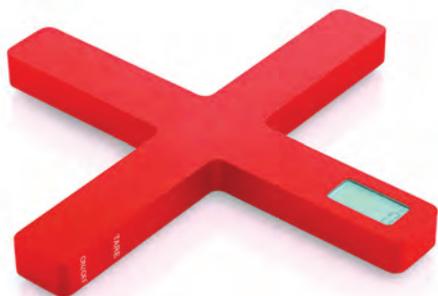
Discover Design, the premier design destination at the International Home + Housewares Show, offers a collection of companies showcasing the latest designs found in housewares. Exhibitors are based on recommendations from and approval by the retail and design community.

At the 2015 Show, exhibitors in Discover Design were in contention for *gia* Global Innovation Awards for Best Product Design, Best Collection Design and the Martin

M. Pegler Award for Excellence in Visual Merchandising for the best booth design. For more information about Discover Design and the 2015 *gia* Product Design Awards winners, visit [www.housewares.org/discoverdesign](http://www.housewares.org/discoverdesign).

At the 2016 International Home + Housewares Show, Discover Design is expanded into a separate Show expo and will be located in the North Hall. ■

## Best Product Design – Global Honorees



The multi-functional **Digital Kitchen Scale** set weighs and measures both dry and liquid ingredients.

**Eva Solo**  
[www.evasolo.com](http://www.evasolo.com)

Clever, compact can opener with an easy-twist handle. The pocket-sized **Can-Do Can Opener** does away with the cumbersome handles and magnets of other can openers.

**Joseph Joseph Inc.**  
[www.josephjoseph.com](http://www.josephjoseph.com)



**Scoop THAT!!** is an innovative ice cream scoop that uses thermodynamics to transfer heat to the edges of the scoop for smooth, effortless scooping every time—even when the ice cream is frozen solid.

**Parallax Horizon**  
[www.thatinventions.com](http://www.thatinventions.com)



**gia** global  
innovation  
awards

honoring housewares  
product design excellence

## Best Collection Design – Global Honoree



Inspired by Japanese Sake culture, **HeatTHAT!!** Sake redefines Sake experiences via pioneering material technology and elegant structure. The accompanied heating pad absorbs microwave energy for one full minute then slowly releases heat for an extended period of time.

**Parallax Horizon**  
[www.thatinventions.com](http://www.thatinventions.com)

## Best Product Design – Finalists



**Cheese Please** has an eye-catching cowbell shape that proves to be the best way to interpret its functional aspect. Its circular holes surrounded by tiny teeth tear at the cheese, particularly good for mature varieties such as parmesan or pecorino.

**Alessi USA**  
[www.alessi.com](http://www.alessi.com)

Not just decorative, the **Wud Tumbler** wood cup is fully functional and keeps drinks cool longer than glass. Beautiful ceramic provides a daring modern juxtaposition of materials.

**David Rasmussen Design**  
[www.davidrasmussendesign.com](http://www.davidrasmussendesign.com)



**SAVEL** is a flexible food saver that covers cut food and keeps it fresh.

**Dreamfarm**  
[www.dreamfarm.com](http://www.dreamfarm.com)

**Pao Thermo Mug's** two-way tea-leaf compartment – Brew and Filter – allows you to choose how long to brew your tea, preventing the bitter taste of over-brewing by placing the mug upside down as well as to filter out chunk leaves and rose buds.

**PO: Select**  
[www.po-selected.com](http://www.po-selected.com)



The hub-less design of the **TurbineUSA Pizza Cutter** allows the center axis to be removed, making for cleaner, deeper cutting. A cast stainless steel handle makes it a beautiful, yet durable kitchen tool.

**Big Dragon Studios**  
[www.turbineusa.com](http://www.turbineusa.com)



## Best Collection Design – Finalists



Each **Ruutu** vase is unique – mouth-blown into a steel mould and polished by hand. The fluidity of mouth blown glass and the vibrant quality of the flat surfaces create an elegant combination with the geometric shape.

**iittala**  
[www.iittala.com](http://www.iittala.com)



The **JIA Steamer Collection** is the world's most awarded steamer. It's the classic Chinese Steamer rendered even more beautiful for the 21st century.

**JIA Inc.**  
[www.jia-inc.com](http://www.jia-inc.com)

For more information about Discover Design and the 2015 gia Product Design winners, visit [www.housewares.org/discoverdesign](http://www.housewares.org/discoverdesign)

# From the World of Design and Fashion: Thomas Lundgren

by Michelle Hespe

**M**Meet a 'Creative Emotional Originator' (CEO) who not only aims to improve people's lives through affordable home fashion, but also passionately strives to make the world a better place.

Thomas Lundgren is the founder and CEO of THE One (Total Home Experience) — a fashion-focused homewares chain in the Middle East with 21 stores across eight countries that employ over 730 people. The company earns well

**"I move on anything that inspires me in the fashion world so that nobody can copy us at the same time. They will copy us eventually, but later, and by then we would have already moved on."**

over \$100 million a year and since it opened in 1996 in Dubai, it has gone from strength to strength, gathering millions of fans along the way. For the last five years, THE One has consistently been voted as one of the best places to work in Asia, and in 2015, it was voted as the Number 1 place to work in the Middle East. As any savvy businessperson knows, a company's culture filters down from the top, and in the case of THE One, the fact

that it is such a great, rewarding company to work for, has everything to do with its passionate creator.

In his own words, Lundgren is an "obsessive-compulsive, frustrated idealist in search of his own happiness." To those who meet him, he's also incredibly inspiring. Lundgren believes that the world doesn't need another retail chain, but that IKEA and other big corporate retailers need some worthy competition to show people an attractive homewares alternative. Lundgren has quite obviously done that, as his chain is a massive success in terms of employee happiness and revenue.

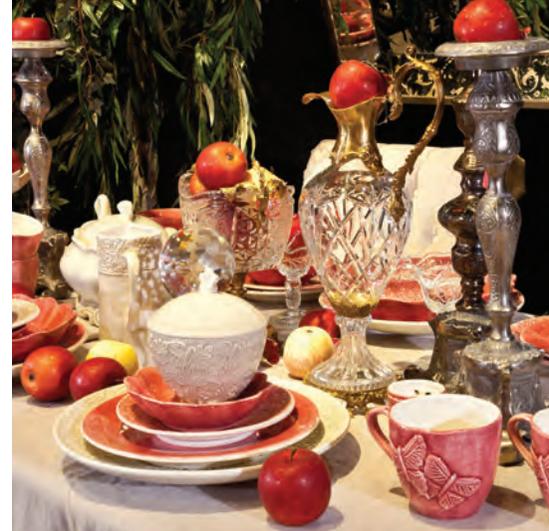
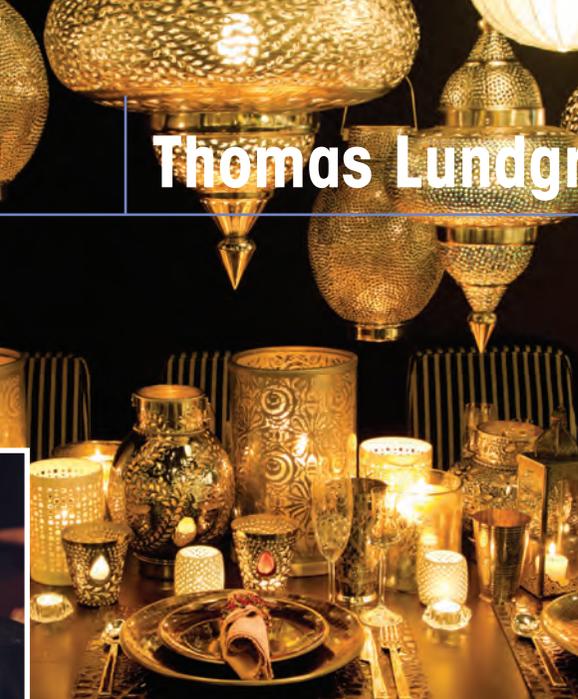
So yes, this story is about sales and workplace relations, but it's also about something more. It's about passion and creativity, dreams, goals, people, and the harshness of reality. It's about a man who wants to help the world and the people in it who may have otherwise been powerless to change their direction. It's a story about homewares that make a difference.

"Surviving the first few years after setting up THE One — which were pretty rocky — was tough," says Lundgren. "We had fires, floods, cash flow problems, location problems, stock problems, people problems, heart problems, bank problems, supplier problems. You name it, and we'd been through it. But as they say, what doesn't kill you makes you stronger, and it all helped prepare us for our second challenge: surviving the financial crisis, from

Thomas Lundgren is the founder and CEO of THE One (Total Home Experience) — a fashion-focused homewares chain in the Middle East with 21 stores in eight countries.



# Thomas Lundgren *continued*



which we actually emerged leaner and keener.”

From the beginning, Lundgren surrounded himself with people who would live and breathe his brand. He knew that to keep them, they had to not only love their jobs, but the company and the experiences and learning it offered them. Lundgren also recognized the importance of word of mouth from the beginning, and knew that as soon as others heard about THE One being a great place to work, the right people would gravitate towards it.

“We all want to work for a company that has the right fundamentals, the right culture and most importantly, the right people principles,” he explains. “THE One has a solid, well developed and ingrained people culture. So instead of having to source talent, the right people are knocking on our doors. Not only does this help elevate the standard of our business, but it also challenges those that are on board to outperform in a team environment that creates competitive spirit, inspiration and the passion to do well. Brands are not created, they are made by people and our people are the soul of THE One.”

It’s a small, tight-knit team at THE One’s headquarters (aptly called THE Office) and from there they create two seasonal collections every year.

“My strength is to see the future and trends, to be out there with my

antennas up, getting new ideas and sketching product concepts day and night,” says Lundgren. Inspiration for the team can be taken from everywhere — movies, TV series, political events, Lundgren’s visits to Harvard Business, and fashion.

“In fashion, there are always different trends from different eras, but as poet and artist Jean Cocteau once said: ‘Fashion... One must forgive it everything; it dies so young.’ Fashion is fickle and fun, and THE One wants to be like that too,” he says. “I move on anything that inspires me in the fashion world so that nobody can copy us at the same time. They will copy us eventually, but later, and by then we would have already moved on.”

The team’s innovation has also led to a string of successful spin-offs, and each new arm of the business has proved to fulfill the needs and desires of another sector in retail. For instance, Lundgren created THE One Basics to compete with low-end furniture retailers, but with better products and lower prices.

“We design bargain products, working closely with manufacturers to keep costs down, while also searching the globe to find the best deals,” he explains. “Our lean

# Thomas Lundgren *continued*

way of working, one example of which is fewer sales people on the shop floor, helps us pass on great savings to our customers, so they can help themselves to the best prices."

THE One Junior has also recently opened and in some ways, it's been a personal indulgence for Lundgren. "It has allowed me to go back to my childhood and create a range of super cool, small-scale versions of THE One's furniture and accessories, proportioned for kids aged three to 16. It's the kind of stuff I wish I could have had while growing up and our fans seem to love it!" he says.

Lundgren has also opened cafes within his stores, thus bringing food and taste into the mix. "We want our shoppers to sit, relax and socialize. It contributes greatly to the atmosphere of the store and is part of an all-encompassing, total sensory adventure," he says.

Lundgren has always felt that THE One has a higher purpose than "merely selling stuff no one really needs" and believes that his business has a social responsibility to improve the world. "Apart from ethical sourcing, our way of making a difference is through hiring challenged individuals, and at present we employ 20 of them, with the aim of growing this to being 3 percent of our entire staff," he says. THE One also contributes to a number of causes through local volunteering

initiatives, including 'Big Idea: Global education through THE Onederworld' - which is their Sustainable Village Community Programme, with current school-building projects in India.

"THE Onederworld is very close to my heart and I am very proud of it," Lundgren says. "I feel that we are truly changing lives by breaking the cycle of poverty through education. That's why I, along with my wife and daughters, flew to Kenya in August 2008 to personally kick off our first Onederworld project in the Pimbiniet community. We have since built 10 new classrooms there and have launched two new projects in India."

The future is incredibly bright for THE One and for the many people in the world it supports. While Lundgren does plan to open stores in other parts of the world, he is first focusing on "conquering the Middle East." And although he dearly loves it, retail and homewares is a means of achieving something far more poignant than a business bigger and better than IKEA.

"My dream is that education is available for every child, because I believe it is the key to ending the cycle of poverty," he says. ■

*For more information on THE One, visit [www.theone.com](http://www.theone.com).*



# Inside Discover Design: Magisso

by Vicki Matranga, International Housewares Association

Simple and smart, Magisso's home goods products reflect the attitude and atmosphere expected of Scandinavian design. Their hand tools and kitchenware reduce the complexities of daily tasks; tableware inspires harmony and calm. Legendary Finnish design infuses innovation with comfort in modern interpretations of form and function.

**IHA:** Juhani, where do you find inspiration when designing new products?

**JS:** We are constantly looking for trouble – to solve it! It is fascinating that you never know where the inspiration originates each time. New innovative design ideas can come to mind by touching surfaces, listening to song lyrics, observing nature and just living your everyday life. It's all about how you see the world around you.

**IHA:** Are there any specific designers, places or eras that influence you?

**JS:** Our design DNA comes from the functional Finnish design heritage where all the lines and shapes are timeless and in perfect harmony. I personally love the works of Tapio Wirkkala, Timo Sarpaneva and Eero Saarinen – oh yes, and the works of Mother Nature. There's nothing extra, only the necessities.

**IHA:** How do you choose which idea to take to the next step – to product development?

**JS:** Our staff generates many ideas; we also receive product suggestions from consultant designers and even from Magisso users. It is hard work to choose the most suitable ones (and

Vicki Matranga, Design Programs Coordinator at the IHA, talks to Juhani Sirén, Magisso's CEO and founder. Headquartered in Helsinki, Finland, Magisso was established in 2008 and began exhibiting at the International Home + Housewares Show the following year.



a lot of fun). The most important thing is to know your customers and their needs. So we have actually developed a quite sophisticated measuring system that helps us to identify the next big hits for Magisso.



# Magisso

**IHA:** How do you identify the key user audience for your products?

JS: We use varied consumer test groups. We also cooperate with several universities around the world for market, user and brand research. And then we talk a lot with our customers. However, I think it's sometimes better to shut up and just listen.

**IHA:** Is there an approach or look that joins the functionality, form or emotional appeal of your product line?

JS: We start from a problem, so form always follows the function. Material selection is based on the function needed. Just look at any Magisso product and you will see the eye-pleasing minimalist design approach—nothing extra and free of short-term trends.



**IHA:** How do new technologies influence your product design? For example, do you use 3-D printing or other technologies to develop or launch products? How do you use social media?

JS: Social media, especially YouTube, is extremely important for us as every Magisso product has special features that need to be explained. A short video is a perfect way to get people excited. Magisso has almost one million views on the YouTube channel!



We have used 3-D printing for about seven years now. It definitely makes the product development process more time-efficient and brings an idea come to life easily and quickly.

**IHA:** How do you see design's importance in our industry as it moves forward?

JS: Design is and has always been everywhere, whether you want it or not. Its importance will grow in the future. I believe the perception of design has changed to more than "just" an individual product design standpoint. Design will be more and more related to concept and lifestyle creation, service design and brand identity. Design process can go all the way to the people who are excited to work for the brand. Companies like Google know how to do this all. And even more. ■

To learn more about Magisso, see <http://magisso.com>.



For more interviews with interesting designers and housewares innovators, visit the *Inside Discover Design* blog at [www.housewares.org/blog/index.php/category/discover-design](http://www.housewares.org/blog/index.php/category/discover-design)

## Welcome to Chicago!



To plan your visit to Chicago and for information on Chicago home and housewares retailers, see the Chicago Retail brochure and the Chicago city information available at

[www.housewares.org/show/attend/nonUS.aspx](http://www.housewares.org/show/attend/nonUS.aspx)

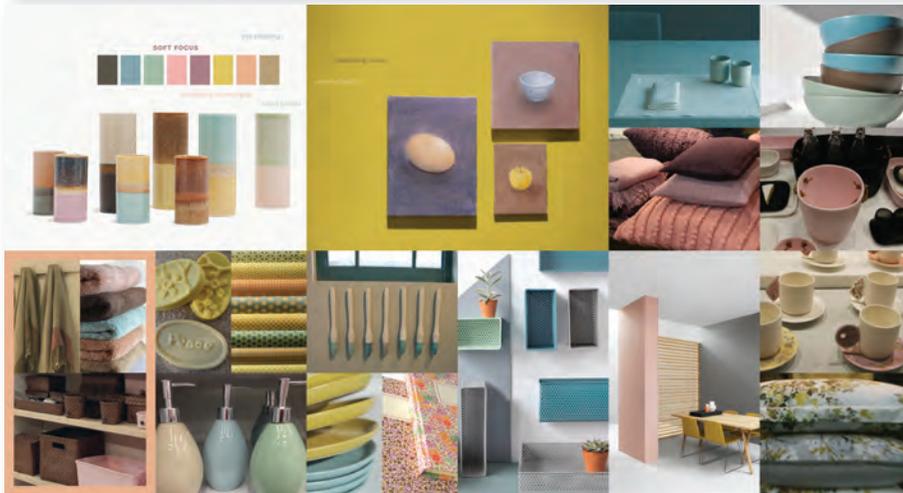


# PANTONE®VIEW home + interiors 2016 *continued*



## Lineage

In Lineage, the “heritage” look takes an unconventional adaption and a sense of whimsy and more au courant touch overrides a serious attitude. This is a palette where shades of navy, black, tan and a regimental green can co-mingle with stirring touches of Mars Red, Gentian Violet and Apricot Brandy, and slightly tarnished tones stand proudly next to a glimmering Champagne Beige.



## Soft Focus

In a place between pastels and mid-tones reside the colors that bridge the two. These subtle and/or muted shades are sometimes described as “smoky” and pleasingly versatile. The palette called “Soft Focus” includes a nostalgic rose tone, a delicious Peach Nougat, a warm tan and a blue Tourmaline. For a surprising bit of sparkle, a creamy gold tops off the palette.



## Bijoux

In the French language, Bijoux literally means “jewelry.” A fitting title, as this is the palette that gleams with drama and intensity. Jewel tones such as Prism Pink, Amethyst, Topaz and Amber Yellow are artfully reflected or mirrored when juxtaposed next to equally striking tones of Violet, Dark Citron, Ember Glow, Rich Gold and a taupe that is one of the complex colors found within a tiger’s eye.

At the 2016 Show, color and material trends for 2016/2017 will be revealed at the color seminars by Pantone. Visit also the Pantone ColorWatch display to view, first-hand, detailed forecasts and trend identification.



# Back to Basics: The Essentials of Success

by Tom Mirabile

To be innovative and successful in today's complex marketplace, housewares manufacturers need to

focus their strategy, listen to the consumer, deliver more value, enable creativity and experience and engage consumers in new ways, IHA's lifestyle trend forecaster Tom Mirabile told attendees at the 2015 International Home + Housewares Show.

"You have to ask yourself: 'Am I just putting a product out on the market or out on my store floor? Or am I enabling people to live the kind of lives they want to lead?,'" Mirabile said.

## "Take the time to focus and invest in innovation.

It's never about luck. The people who are winning have a strategy, and innovation is a big part of that."

Pulling together insights from the worlds of fashion, television, hospitality, retail, housing, social media and more, Mirabile

shared top lifestyle trends and key opportunities for the housewares industry.

One trend is the increase in both multi-generational and single households. The marriage rate is at its lowest point in over a century, and the majority of Americans over age 16 are now single. Mirabile advised attendees to focus on these new types of households, and keep in mind that 40 percent of weddings are for older consumers who are remarrying.

In addition, shopping is increasingly an omni-channel experience. "The average consumer has about 10 different touch points for every purchasing decision, meaning they're looking it up online, they're seeing it in the store, they're seeing an ad or reading a magazine," he explained. "Yet online purchases only represent 5 percent of all retail spending in the U.S. Even among shoppers who do that, 77 percent still go to a bricks and mortar store to make an actual purchase."

That gives retailers tremendous opportunities to engage consumers, share knowledge about products and influence spending behavior. Generational differences also are playing a big role in how consumers want to live, how they

Tom Mirabile is IHA's lifestyle trend forecaster and senior vice president, Global Trend and Design, Lifetime Brands, Inc.



define value and how they shop. "It's a complex world with three unique adult spending generations," Mirabile said. "Price, service and design all have divergent meanings to each generation."

It's a myth that Generation Y only shops online, he said. They actually love to shop retail, especially in an interactive environment where different items are grouped together. However, it's important to



# The Essentials of Success

keep in mind that many in Generation Y are still defining their style, they are more sensitive to price, they desire authenticity in their purchases and are generally design savvy.

Generation X is largely the family generation, and they are more focused on trading up or making their lives more efficient. They are looking for opportunities to improve their personal and their family's well-being, increase connectivity and take part in experiences such as learning and adventure. They are now the generation with 9th highest net worth and the highest income.

Boomers, on the other hand, are at a point where they are repurposing what they have. Thirty-nine percent plan a major home improvement project in the next three years.

Yet with all the talk of generational differences, Mirabile said it's also beneficial to look at generational commonalities. These include: a desire for global stewardship, interest

in health and wellness, a shift in trust from retail or brand-generated content to consumer-generated content, a search for "the good life" (a back to basics approach to family, friends, home and life), thoughtful consumption, life balance goals and a desire for products and marketing personalized to themselves.

Value can mean different things to different generations, but "across all generations, the newest component of value is the story," said Mirabile. "The story is incredibly important."

Among the ways manufacturers can deliver value is with design that is on-trend and with products offering some of the attributes that consumers are looking for today: artisanal details, healthy environments, home solutions, social experiences and flexibility.

Another important element is enabling consumers to be creative and take part in interesting experiences. This may take the form



# The Essentials of Success

of products that assist in popular DIY food and drink preparation, items that allow consumers to experiment with current food trends such as pub grub, street food or kitschy snacks, or items to enhance the dinner party revival or other entertaining experiences. Retail stores that create environments that allow consumers to interact with products will also be successful.

In fact, the omni-channel environment allows for many opportunities to engage with customers in new ways. According to the 2015 Insight Survey conducted by Mirabile for the IHA, social media is still an under-utilized resource in the housewares industry. Only 16 percent of respondents said they were fully invested in social media; 64 percent said their social media plans were somewhat strategized but not fully executed; and 20 percent said they had no strategy at all.

In the end, innovation is a key piece of the puzzle. "Take the time to focus and invest in innovation," Mirabile said. "It's never about luck. The people who are winning have a strategy, and innovation is a big part of that." ■

*The audio recording of the presentation is available at <http://www.housewares.org/kc/ed/15.aspx>*



# Calming Trends for Fall/Winter 2016

by Ruth Kelly, Senior Trend Analyst at Trend Bible

Trend Bible is a home and interiors-dedicated forecasting agency working with leading international brands to help them understand the future of their market. They forecast future trends in the behavior of consumers in a two-to-five year timeframe and analyze how this will impact the home environment.



## What will be influencing design for the home in Fall/Winter 2016?

Looking ahead to the Fall/Winter 2016 season reveals some key changes in the design influences consumers will be responding to for the home. As homeowners seek out moments of serenity, solitude and peacefulness, a preference for calming products and interior design emerges.

Cultural references will have a much heavier emphasis than seen in previous seasons. Combined with a continued desire for nature inspired details within the home, this results in products that delicately blend these two drivers.

Winter Garden, as forecast in the Trend Bible Home & Interior Trends publication, fuses both western and eastern influences. Contemporary materials and shapes, that take inspiration from technology and urban architecture, are balanced with delicate florals. This story of contrasts creates a graphic yet feminine aesthetic in the home.



## What are the key design details of Winter Garden?

### Material and Finish

Bronzed accessories and appliances are softened for Fall/Winter 2016 with a more luxurious finish. Rose Gold pairs perfectly with the warm autumnal shades within Winter Garden. Iridescent and mirrored surfaces are also key to capturing the futuristic elements of this trend.



### Shape

Shape for home appliances and accessories are modern, angular and multifaceted. A contemporary take on the traditional Japanese craft of origami inspires simple, folded shapes. Hexagons continue to be an important shape for tableware and decorative accessories.



# Calming Trends

## Print and Pattern



Confetti florals and blossom prints referencing Asian design work alongside modern shapes to create a harmonious synthesis.

Diffused and pixelated patterns which are scattered across products provide a contemporary interpretation of traditional micro-florals, as seen by Lithuanian designer Inesa Malafej.

We also see a more subtle application of pattern, with prints adorning the inside of products.

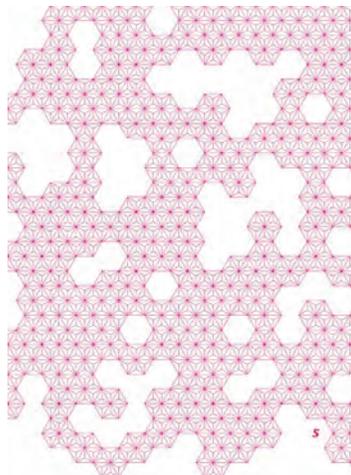
## Color

A harmonious palette of pinks and purples is given depth and sophistication through deep navy and burgundy for Fall/Winter 2016. Deep, dusty purple and lilac pastels are lifted by bursts of electric blue and acidic green. This contrast between dark and light adds a dramatic twist to sugary pastels.

Experimenting with color application is also key for the Winter Garden trend. Blurred, gradated and faded use of color creates a subtle, elegant look. Introducing soft color through light, particularly for kitchen appliances, brings interest to more minimal designs. ■

*To find out more about how this story translates into beautiful products for the home, along with three other inspiring trends for the season, the Trend Bible Autumn Winter 2016/17 Trend Book is now available to purchase. Please email [enquiries@trendbible.com](mailto:enquiries@trendbible.com).*

*To receive updates on the newest releases by Trend Bible and insight into the latest trends sign up to free newsletter at [www.trendbible.com](http://www.trendbible.com).*



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# Sweet Dreams are Made Of These

by Michelle Hesp

**B**aking makes a home feel cozy and safe, producing a caring atmosphere full of love and nurturing. Because baking makes those who bake happy and those around them grateful, Manuela Kjeilen started baking more. It was her life's passion, although at first she didn't know it. Manuela baked because she wanted to give something – everything – to her family. And when that family she'd created started to fall apart, she baked more, to make sure everyone had a safe place filled with love to come home to.

"Do you know my real story?" Manuela asks me. I didn't, and so our chat began.

Manuela's parents divorced before she turned 16 and she was forced to drop out of school and move to be with her brother in the US. A year

later, when her mother moved from the Netherlands to Norway, she moved to be with her.

"I was only 18 when I married, and then I had my first child while I was still so young. I didn't adjust well," she says. "I also had dyslexia. So when I married, I had no education and I became a mom and a housewife. I love being a mom. It made me so happy."

Soon she had five children. Being a mother while taking care of the home seemed to be what Manuela was cut out for and she was content. Her husband was working and they had a very comfortable life. But then something terrible happened and her simple, lovely life disappeared.

Five years ago, Manuela's husband Aso had a stroke. "We lost almost everything," she says. "Our life fell apart in so many ways. For me, it was most difficult because my husband had a dream, working in healthcare. He had set up a successful business with many employees, and every day I saw his eyes light up while talking about his work because it was something he believed in. So for me, the worst thing was seeing his dream – everything he had always believed would happen – fall away from him."

Manuela's husband became so sick that they lost the business, their income dropped dramatically and it was hard for them to survive, supporting their children while paying medical expenses.

**Meet Manuela Kjeilen – an inspirational Swedish mother of five who turned tough times and a passion for baking into a thriving global brand.**



"Then I saw the children going through it all as well – things were even hard for them," Manuela says. So she did what she knew so well – she baked and baked and baked.

"I started baking more than usual, so when the children came home from school they didn't come home to a place that was filled with illness. They came home to their mommy baking beautiful, yummy things," she explains. "Everything seemed normal for them when I



## Sweet Dreams *continued*

was baking. Everything felt like it is going to be okay.”

But everything wasn't okay, as they had run out of money. However, Manuela had just joined Facebook and posted a photo of her cupcakes on her Facebook page, prompting a friend to say, “Manuela, your cupcakes are amazing! You need to start a blog.”

Manuela didn't know what a blog was and started checking out popular blogs by women. Discovering they were mainly about young successful women showing off their bodies and how great they looked, she said to her husband, “Well, that isn't going to work!”

Manuela then thought about the one person who had always inspired her – Oprah Winfrey. Each night after her children were in bed, she'd watch Oprah shows that she'd recorded during the day. One was about finding your passion. When Manuela's husband encouraged her to think of a domain name, she remembered Oprah's show about following your passion. “The first name that came into my head was Passion For Baking!” she shouts excitedly.

As she started her blog, a friend corrected her spelling and helped her with posts, she asked her growing fan-base of followers what to do and she visited



neighbors, proposing that if they brought eggs and flour she could bake something for them to feature on her blog.

“Oprah said you never have to tell people when your life is going badly. You just say that you are temporarily out of cash,” Manuela says, ever guided by her idol. She visited stores in the small town nearby and asked if she could borrow things such as bakeware and pretty pieces of décor to make the setting for her blog look lovely, and everyone she approached was happy to help.

There were many small triumphs, tears and obstacles, but things moved quickly. On March 8, 2010 (International Woman's Day) Manuela started her blog, and



exactly one year later, in 2011, she was voted as Norway's most beloved blogger. The prize was a trip for two to New York, and from there doors began to swing wide open.

Manuela was offered a book deal in Sweden, which she turned down because it didn't feel right, and a few months later was offered one in Norway, which she accepted. Her first book was called *Love, Manuela*, and Norway is still her biggest selling region. She has published eight books, and her TV show, *Manuela's Sweet*



*Temptations*, airs this fall in Sweden. “A producer from a TV-production company called me, saying that I reminded him of Nigella Lawson!” she says with a laugh.

It was the new Manuela. Deals started rolling in and her face was popping up everywhere in Norway. A range of cake and cupcake mixes called *Manuela's Cake Mix Series* was released by one of Norway's largest food production

## Sweet Dreams *continued*



companies, Norges Møllene (Møllereis), and an Edible Soft Pearl cake decoration series was developed in her name with the popular Dr. Oetker company.

Suddenly she was a famous baker. Her Instagram followers skyrocketed (today she has 1.3

million followers) and that led to another opportunity in the Middle East. "I didn't even know I had fans in the Middle East!" she says.

Manuela was visiting Abu Dhabi with her friend who has a fashion line. When they touched down, she received an email from a woman in IKEA's publicity team informing her that a new IKEA store was opening in Abu Dhabi. She asked Manuela if she'd like to attend the opening and decorate some cupcakes at the front of the store, and inform her followers (about 230,000 at the time) of her upcoming appearance. Manuela accepted, snapped a photo of the store, then let her followers know that she'd be there. A few hundred people turned up to



see her at work, but one person in particular sent Manuela's life in another new direction.

A young woman approached Manuela and said that a friend, Shaikha Salama, was a big fan of hers on Instagram and could she please visit her? Not understanding yet ever-polite, Manuela explained that she was flying home the next day and couldn't fit that in.

However, Manuela's friend had caught the name of the young woman and in Norwegian said, "Her friend is a princess. She wants you to go to the palace."

Manuela changed her plans and stayed in Abu Dhabi for another few days. She visited the palace and Sheikha Salama asked if she could train the royal family's pastry chefs. "Everyone who works for the royal family has Cordon Blue training or something similar, and they wanted me, a house mom - to train their staff!"

Manuela was stunned, but one thing led to another and now she trains pastry chefs for other members of the royal family. It's another one of the incredible opportunities that Manuela thanks creative visualization and Oprah for. "If you believe in things enough, work hard and imagine them, they happen," she says. "Oprah taught me that."

Success aside, Manuela's goal in life is to inspire people. "Even if you don't have the education or the money to follow your dream, you

can do it - just never give up hope," she says. "I want to be remembered as someone who had a passion and who didn't know it, until I was 43. And then I just followed that passion, and I never gave up. There are so many women out there with no education, like me. I want them to know that their dreams can come true as well. I always say, 'If I can do it, so does everyone.'"

Some people give up when hard times hit them, while others turn tough situations into opportunities. It's these kind of people who are an inspiration to others because they are hope personified. That's Manuela Kjeilen. And recently, another dream of this lovely Swedish mother and wonderful baker came true. She met Oprah. With the passion in her eyes that now defines her, she said to her idol: "You are my inspiration. Thank you for giving me the tools to survive in life." ■

Visit Manuela's blog, *Passion for Baking*, at [www.passionforbaking.com](http://www.passionforbaking.com).



# Inspiring the Path to Purchase: Social Media Influencers

by Michelle Hesper

Meet Melissa Maker, the woman behind the Clean My Space YouTube channel, and Beth La Manach, the woman at the helm of YouTube's Entertaining with Beth. Millions of people view these clever cleaning and cooking queens online, making them some of today's top social media influencers and YouTube stars.

There is one obvious thing that Melissa Maker and Beth La Manach have in common. Yes, they are both lovely, smiley brunettes with massive followings who have made big business out of awesome content produced for social media. But the obvious thing when it comes to their millions of followers is faith. They are trusted. It's what makes both of these women 'likeable' on

YouTube and on the many other social

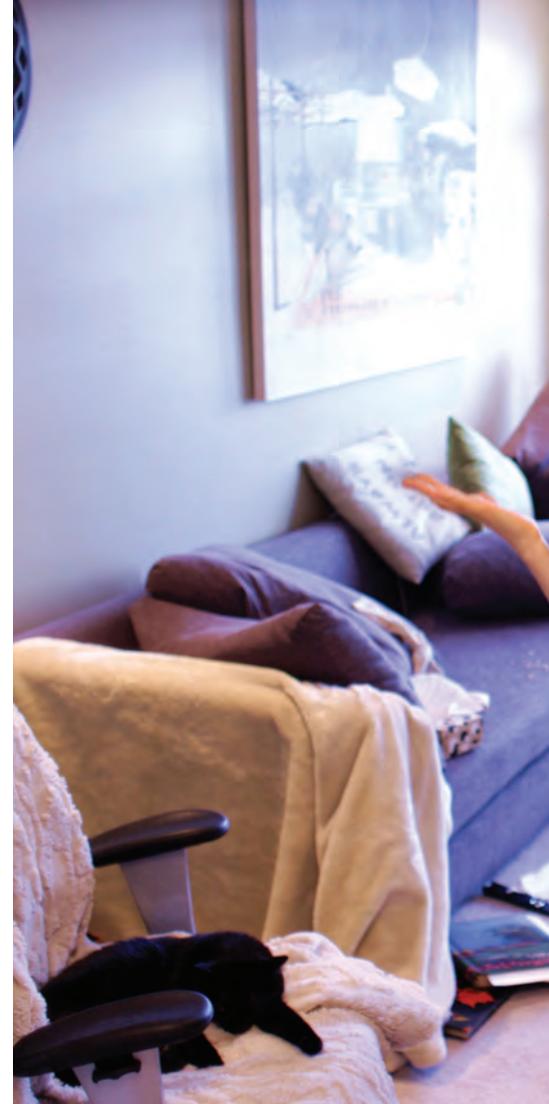
platforms where they appear. Maker's cleaning channel has 316,000 subscribers and over 31 million views; more than 220 thousand people subscribe to La Manach's cooking show, which has gained over 12 million lifetime views. That's seriously impressive in anyone's books. So the question is, what can we learn from these two powerhouses?

Both women are YouTube creators, but also have businesses that inspire their social content. Maker and her husband have a cleaning business in Toronto called Clean My Space, and La Manach is vice president of Kin Community, an online community that brings together the world's best lifestyle creators across social platforms.

"My husband and I thought it would be a great way to build our business," explains Maker. "As it turns out, the videos took on a life of their own, and sure, we got new clients, but the demand for 'how to' cleaning content was enormous, and we just kept putting new and better content out there."

When La Manach launched Entertaining with Beth three years ago, she attracted 50,000 subscribers in the first year and the number has doubled every year since. "The popularity of on-demand video is here to stay," she says.

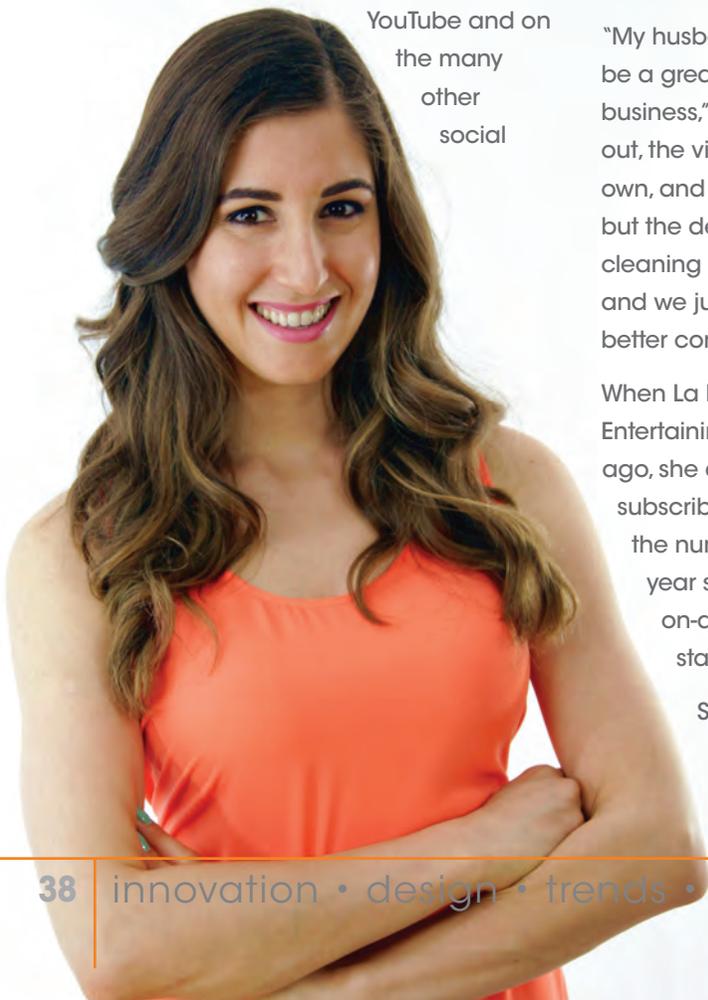
Something else that Maker and La Manach have in



common is that their social content is based on issues that are a part of everyone's life, so they have fans all over the world.

As both women's followers continue to grow, the question is "how do they do it?"

"Growth has to do with being everywhere where your followers are - I have YouTube because the following is so massive, but I also have Facebook and Instagram. Some of my followers might not be on YouTube, but they are watching on Facebook, or clicking through from my Instagram. You need to stay on top of it all," says La Manach, also explaining that you have to use the right vernacular for each



# Social Media Influencers



platform to create rapport with an audience. "When you start working on YouTube, you realize that they are your peers – these people feel like they're your friend — more so than traditional media stars."

Maker couldn't agree more. "When a YouTuber says 'this is my favorite brand' it means so much more than coming from a paid spokesperson. You are connecting with them by recommending something. It's like a friendship between you and your followers – you have to be honest, and they need to trust you."

After these 'friendships' are formed, then it's all about selling the story — the products and services that the YouTubers are promoting.

"For me, it's more of a soft sell, because my followers are like: 'Where did you get that little trivet in the background? Or they want the certain pan that a recipe is cooked in,'" says La Manach. "I sell a lifestyle. My followers want to make a dish that I've made, which then makes them want that exact gratin pan because that's what I cooked it in, and it worked, and they impressed their friends. That's how the path to purchase plays out. It's how women work too – they want the whole look."

This modern method of selling certainly questions the strength of traditional advertising. "If I was a marketer and spending \$50,000 spraying my message everywhere

## Inspired Home Path to Purchase

Consumers have become quite comfortable turning to the internet for inspiration with online research directly affecting the path to purchase. To increase awareness of housewares and help its members sell more products, the International Housewares Association created a consumer-engagement program focused on helping consumers discover their housewares passion.

TheInspiredHome.com features artfully curated content, emerging housewares trends, expert entertaining and design tips and fresh home ideas to help consumers select the right housewares products. IHA has partnered with top YouTube influencers, such as Melissa Maker and Beth La Manach, along with other well-known bloggers to provide inspirational articles and videos on cooking and baking, entertaining, cleaning, organizing, personal care & wellness and on-the-go topics. Each feature or video includes IHA members' products and links back to the company's website so consumers can learn more and find where to buy.

and hoping it hit, or spending \$50,000 on a targeted message, I would go with the targeted message because I know there's not going to be a lot of waste involved," says La Manach. "New media is also so measurable – you can see exactly how many people saw your message, and if they were engaged, commented or shared your message."

Maker agrees, "The audience belonging to an influencer is engaged; they actually want to see what I'm talking about. Direct mail gets tossed, commercials get skipped or ignored, and usually the ROI is a few percent. Social media is a good buy compared to traditional advertising. I think that is going to shift dramatically within the next 18-24 months as social media platforms and the force influencers yield become even more pervasive. Facebook just hit 1

# Social Media Influencers

billion users logging in over a 24-hour period. It's only going up from there."

The longevity of social media adds to its value, says La Manach.

"Digital media lives on forever if the influencer doesn't take that piece of content down," she says. "Even if a campaign has finished, those recipes are going to resurface, so the initial money that the brand spent will continue to live on in the long tail of that content. And it will be shared. So even though they are buying in to a certain amount of views that they know they are going to get on my channel, when people share it and post it on their social media or send it to a girlfriend, suddenly that message travels."

This intense level of connection with strangers online also means that YouTubers have to be careful they present themselves online. It's just

as easy to lose followers as it is to gain them.

"YouTube is a vocal platform and not all the natives are friendly," says La Manach. "Which is why you have to find your niche, and the group of people who respond to what you're doing. It's so important to be authentic and be who you really are."

La Manach has such loyalty from her followers because she is the guinea pig trying things out first, eliminating the risk and forming a trust. "I am the one who is going to go ahead and try 16 recipes, and I am going to come up with my own definitive recipe because I have been there and done that. I'll share the pitfalls and make sure my audience does it right!"

Maker also takes the plunge on behalf of her followers. "When a product is reviewed or demonstrated in the flesh in a YouTube video, you can see its pros and cons and experience them by proxy. If the content creator is trustworthy and honest, they'll tell you both the good and the bad," she explains. "Ultimately, you use them as a surrogate tester and



base your purchase decision on their recommendation. The social influencer's voice is a real force in consumer purchase decisions."

Keeping their audiences engaged is another challenge that all social media creators face. "Engagement is the glue that holds the channel together," explains La Manach. "It used to be that people really valued views, and although I do think it's important, a view without engagement is like an empty view. So if something has 100,000 views on it and only two comments, it just goes to show you that people are not very engaged. If there are a lot of comments and shares and likes, it means that people are very engaged."





As both women say an engaged audience is an alert audience. More importantly, an alert audience can be easily influenced and that is where brands can benefit from the presence of women like Maker and La Manach.

"On a show I did for IHA's consumer website, TheInspiredHome.com, we did a giveaway on holiday entertaining essentials to gain email addresses," La Manach says. "At one point, it had about 11,000 views on the video, and we got 4,000 entries off those 11,000 views. That's almost half of the people watching doing what I told them to do! I said, go to this website, put in your address, and enter, and they did it because I told them to, and they respected what I had to say."

La Manach is sure to mention that although social media is a powerful force, it's also a fragile one that needs to be respected by the influencer and associated brands. "This is why a lot of influencers will not want to do something that is not good for their community," she explains. It's the trust and loyalty game again.

"A brand might say - please, hock this product, but if it doesn't feel right or authentic for that community, then the creator will say no. The worse

thing you can do is to upset a community. By doing that, you'll lose the magic of being able to engage because they won't trust you anymore," she says.

Maker's followers certainly trust her. "My audience knows that even when I do sponsored work, I've put the product through several of my own rigorous tests before sharing it with them," she says. "That helps create loyalty — they know they can ask me questions, I'll answer as best I can and they know I am only sharing the really good stuff with them."

So how should brands go about utilizing the power of YouTube creators? La Manach and Maker know from years of experience that collaborations can be extremely fruitful for both the brands and the influencer.

"Brands today are so fortunate to exist in a world where their evangelizers have the ability to spread the good word to their own audiences, it's like a marketing multiplier effect," Maker says. "The influencer should be well-educated on the product so that they can provide the most accurate answers and information to their own audience and be offered the opportunity to collaborate creatively with the brand. Social media influencers have been known to draw incredible crowds to events, and the fans are super engaged. Brands just need to find that special influencer and find out

# Social Media Influencers *continued*

what she's excited about doing with their product. Then they need to place their trust (and a budget) in her knowledge of her audience, and just watch the magic she can create!"

Both women have had great experiences at the International Home + Housewares Show in Chicago, where they could not only get involved at the Show by presenting themselves and their business, but also afterwards by sharing their experience with their followers, effectively promoting particular brands and innovations that they discovered and loved.

"I look forward to the IH+HS each year like I look forward to the holidays!" says Maker. "My audience waits with baited breath each year for me to post my 'favorites' video from that year's Show. It also helps me determine the content I am going to create for the year and learn about new brands that I may want to work with."

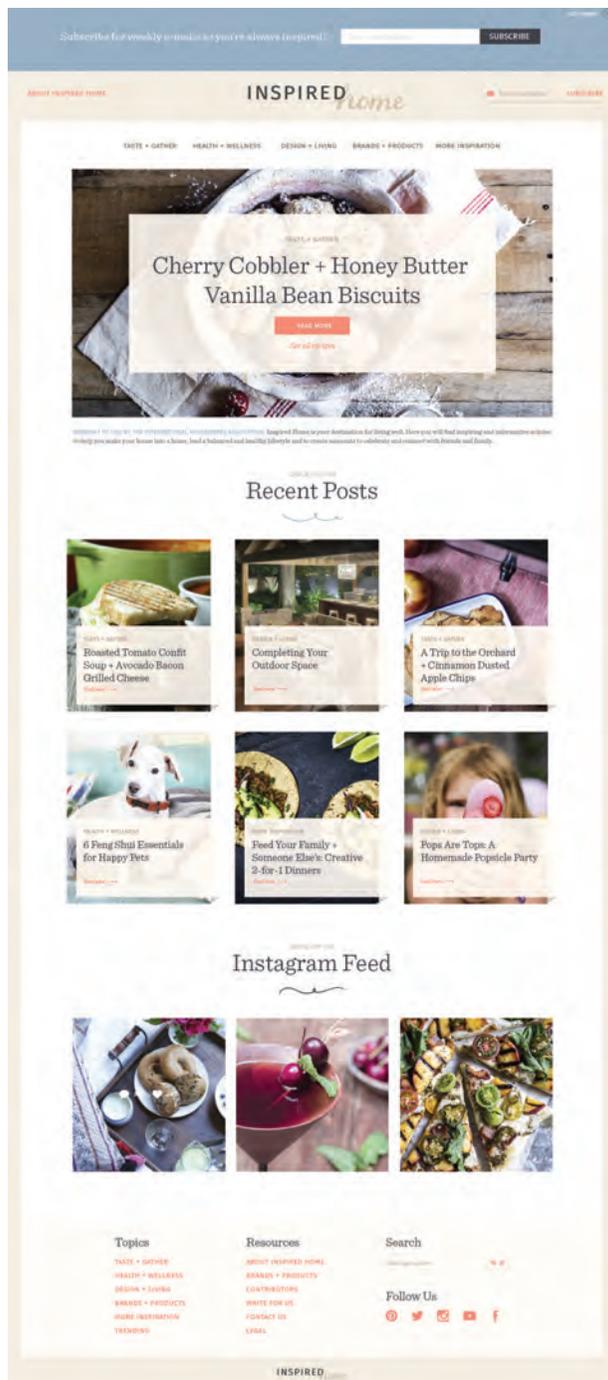
"I just love the IH+HS in Chicago," says La Manach. "I get so excited – my eyes are everywhere! When I see new product – it also start to get the creative juices flowing. Consumers need new products in their lives because it brings the recipes I offer them to life. A trade show like that is where I get so many of my ideas of how to present new ideas."

The rise of YouTube stars is a movement gaining momentum and it may soon create a social tsunami. Both La Manach and Maker are

riding the wave already, and from their perspective, it's definitely getting gathering speed and power. "It will be a watershed moment when it all catches up and everyone dives in," says La Manach.

"It's coming soon and I'm so happy to be a part of it!" ■

For more information, visit:  
<http://cleanmyspace.com>  
<http://entertainingwithbeth.com>  
<http://www.kincommunity.com>



# Chicago's Recipe for Culinary Icons

## Passion+Inspiration=Today's Top Chefs

by Michelle Moran

In the culinary world, if you asked most people to name the leading trend-setting U.S. cities the answer would be easy – it follows a line across the United States from New York to Chicago to San Francisco. These cities are often the birthplace of hot new concepts that flow out in waves and trickle down to the masses. And as culinary diversity grows across the country, these cities are still the go-to when checking the pulse of the country's culinary scene.

**"I have always loved the movement and tempo of the city. Chicago has so much flavor, so much rhythm."**

This year's James Beard nominees are a great illustration of Chicago's influence on food with locals earning nods for everything from the best cocktails to best restaurant designs to the most inspirational chefs in the country.

Eden Laurin, managing partner of The Violet Hour, which took home the James Beard Award for Outstanding Bar program, has been inspired by the city for a long time.

Laurin's creativity is driven by the essence of the city itself. "It constantly changes, but I often find inspiration from color, flavor combinations, aromas and our abundantly amazing Chicago food scene. Right now, every time I eat a Popsicle or Italian ice, I have three new drink ideas."

Laurin continues to be inspired by the reception she has from her guests. "Creating something that reaches a standard of authenticity, freshness and delicious flavor—

tailored to someone's wishes—so that after the guest takes a sip, looks up and smiles and says 'fantastic', that is the instant gratification that drives a daily discipline," she explains.

"I have always loved the movement and tempo of the city," she continues. "Chicago has so much flavor, so much rhythm. But often the most inspirational are the gurus that work in this industry—we are incredibly lucky to have such a hugely talented food and drink scene in this city that consistently 'raises the bar'. I am constantly inspired by my pals."

Still, one of the most influential chefs synonymous with Chicago is the late Charlie Trotter. Trotter's flagship restaurant, Charlie Trotter's, helped establish Chicago as a serious dining city when it opened in 1987. His cookbooks, a shower of James Beard Awards and his PBS television series "The Kitchen Sessions with Charlie Trotter" made him a national culinary leader.

For aspiring young chefs across the country, Trotter's influence continues today as does his influence on the city. A new generation of chefs, many of them now ensconced at the city's top restaurants, trained under Trotter.



# Chicago's Recipe

James Beard Best Chef nominee Chef Curtis Duffy of Grace was one of those aspiring chefs Trotter influenced. "I was a young cook working in Ohio, and I purchased a cookbook by Chef Charlie Trotter" he

says. "I was blown away by what I saw and read, and I knew immediately that I had to come to Chicago to work for Chef Trotter."

Now Duffy is inspiring others. "The beautiful thing about what I do is that there's never a stop button, an end. There are always new flavors to find, new combinations of flavors to create," he explains. "For me, the world of food and wine is one of the most exciting, intricate, and elaborate professions on the planet. Everything starts with the ingredients. We do what we can to source the most beautiful and delicious ingredients at the peak of their season. We then use modern cooking techniques to showcase the ingredients while combining them with other flavors that can be thought-provoking and surprising."

While Chicago may be thought of as a big city to visitors, for those in the food



## What are the James Beard Awards?

Anointed the "Dean of American cookery" by the New York Times in 1954, James Beard laid the groundwork for the food revolution that has put America at the forefront of global gastronomy. He was a pioneer foodie, host of the first food program on the fledgling medium of television in 1946, the first to suspect that classic American culinary traditions might cohere into a national cuisine, and an early champion of local products and markets. Beard nurtured a generation of American chefs and cookbook authors who have changed the way we eat.

In 1990, the James Beard Foundation made another leap forward by establishing the James Beard Foundation Awards for excellence in the food and beverage and related industries. The first awards were given in 1991. By shining a spotlight on the people behind the food we were learning to appreciate and enjoy, the James Beard Awards preempted the era of the celebrity chef we now take for granted.



# Chicago's Recipe

industry, it's a small town. Visiting other restaurants, discovering new product and networking are major drivers of culinary innovation. Laurin reluctantly gave up a few of her favorite haunts, "There are two amazing places right near my home, with medianoches and steak sandwiches. I cannot tell you the names, because I fear the day that the rest of the city discovers them, but check out the street eats by California and Milwaukee."

"Shrimp tacos from El Patron, Korean tacos from Del Seoul, fried chicken from the many beautiful places in the city and Uncle Mike's Place for breakfast," she added. "Hands down though, most favorite meal of the week is at Analogue in Logan Square."

When heading out for a snack you might discover Duffy at Superdawg grabbing a hot dog or enjoying a Pata from Cemitas Puebla. A couple other favorite spots are Lou Mitchell's for pancakes and Pequod's deep dish pizza.

Inspiration does not always come from the culinary scene, but rather all the cultural resources Chicago has to offer. Laurin loves to visit The Museum of Contemporary Art and the new 606 park and trail system. Duffy loves to picnic with his daughters at the summer concerts at Pritzker Pavilion. "I love to sit on the new riverwalk and watch the boats," he added. ■



## The 2015 Restaurant and Chef Awards (Chicago area nominees and winners)

**Outstanding Bar Program**  
The Violet Hour

**Outstanding Restaurateur**  
Donnie Madia, One Off Hospitality Group (Blackbird, Avec, The Publican, and others)

**2015 James Beard Foundation Outstanding Restaurant Design Awards**  
Design Firm: Bureau of Architecture and Design  
Designers: James Gorski and Tom Nahabedian  
Project: Brindille, Chicago

**2015 James Beard Foundation Lifetime Achievement Award**  
Richard Melman, Lettuce Entertain You Enterprises

Lettuce Entertain You Enterprises (LEYE) is a group of approximately 90 restaurants founded by Rich Melman and Jerry A. Orzoff in Chicago, IL in 1971.

### Nominees

**Best New Restaurant**  
Parachute

**Outstanding Pastry Chef**  
Dana Cree, Blackbird

**Outstanding Service**  
Topolobampo

**Rising Star Chef of the Year**  
Tanya Baker, Boarding House

**Best Chef: Great Lakes**  
Curtis Duffy, Grace  
Erling Wu-Bower, Nico Osteria  
Andrew Zimmerman, Sepia



# Welcome to Chicago!



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For more Show information and to register for your FREE Show entrance pass, visit [www.housewares.org](http://www.housewares.org)

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6400 Shafer Court, Suite 650  
Rosemont, IL 60018 USA  
Tel: +1-847-292-4200  
Fax: +1-847-292-4211  
[www.housewares.org](http://www.housewares.org)

