

home + housewares inspiration

ISSUE

16.1



innovation

gia - honoring
global retail
excellence

design

From the World
of Design and
Fashion

trends

PANTONEVIEW
home + interiors
2017

inspiration

Inspiring
the Industry

Letter from the Editors

Inspired by Color

Fun, exciting, inspiring...and, "great energy," "so much new," "great innovation"...were popular comments by the visitors to the *International Home + Housewares Show* last March.

Was there something special at the Show this year that brought with it so much excitement? Of course, there were over 400 new companies exhibiting and thousands of new product launches – new, innovative products always are a great source of positive energy.

But, perhaps the one most important, for sure the most visible, inspiration-triggering element this year were the new Show graphics...overhead banners, signs and displays...brimming with happy colors – bright pink, orange, turquoise – creating a positive, up-beat environment for doing business.

The colors that we see around us play a great role in how we feel, act and react. We all can identify certain colors that invite us, inspire us, make us happy – and others that help us calm down and relax.

And when doing business, it's important to recognize the importance and impact of color.

"Once you get people to pay more attention to color, this will ultimately lead to greater attention in the marketplace. Inevitably, especially for retailers, this will lead to more sales," says Lee Eiseman, Executive Director of the Pantone Color Institute, who's our featured "inspiring person" in this edition.

In this issue of *Home + Housewares Inspiration*, we find inspiration from color. We introduce the nine new Pantone color palettes, revealed at the 2016 International Home + Housewares Show. The *gia* Expert jurors educate us on color in retailing – how to effectively use color to deliver your message and

to create the desired shopping behavior. And, we introduce Jackie Shapiro of French Bull, an intriguing product designer who keeps inspiring the housewares industry and consumers with her exciting, very colorful prints and products.

We hope you'll enjoy and be inspired by these stories and others on award-winning retailers, new trends and ideas!



Piritta Törrö
International Marketing
International Housewares Association



Derek Miller
Vice President, Global Marketing
International Housewares Association



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority



innovation

Martin M. Pegler on retail innovations4
gia – Honoring Global Retail Excellence.....6
 Introducing the 2016 *gia* Global Honorees7
gia Expert Tips – A Picture Worth a Few Hundred Words.....12
gia Success Story – Ambiente Gourmet14



design

Terri Winter on design17
 Elevated Design: Design Highlights
 from the 2016 *gia* Product Design Awards20
 From the World of Design and Fashion – Jackie Shapiro22
 Discovering Design: Eva Solo.....25



trends

Pantone Style and Substance – PANTONEVIEW home + interiors 2017.....27
 Top Trends 2016 - Consumer Trends by Tom Mirabile.....30
 Housewares Industry Trends by Trend Bible32
 Emerging Food Trends34



inspiration

Inspiring the Industry – Lee Eiseman38
 Setting up for Success with Social Media41
 Power of Color: Tips and Guidelines for Retailers44

Contributing Editor



Michelle Hespe is the Editor in Chief of *The CEO Magazine* for Australia, New Zealand, South-East Asia and Europe. Previous to this role, she was the launch editor of *National Geographic Traveller* magazine in Australia and New Zealand.

Michelle has 18 years' experience in the publishing industry – with most of those years spent focusing on travel, the arts and environment, people, food, business and news. She is also a travel news presenter on Sky Business Class TV.

Michelle has worked across Asia, Europe, Australia and the US, including a stint as a news reporter for the *Cambodia Daily*, a foreign correspondent for *Kyodo News*, and a travel and arts writer for the *Prague Post*.

Michelle Hespe



Community – the New "C"

by Martin M. Pegler

It takes more than the two "C"s caught between the "S"s to spell SUCCESS in retail today. It used to be about COMFORT and CUSTOMER CONVENIENCE. It always was somewhat about COST CONTROL. Lately it has been about COMMUNITY and CONSERVATION—though by going "green" you are serving the community as well. Let's talk about COMMUNITY.

Anybody who lives in or near New York and wants to be informed about what is "in" and where to go that is "in" and how to dress to fit "in" can't wait to get the Style section in the Sunday *New York Times* newspaper. Recently that

section featured an article about a retail operation that opened in Berlin. According to Blake Mycoskie, the founder of *Toms*, the word "store" just did not fit his brand or his products. He wanted a name for his retail exhibit areas that created "a lifestyle for the brand." The term he selected was "community outposts."



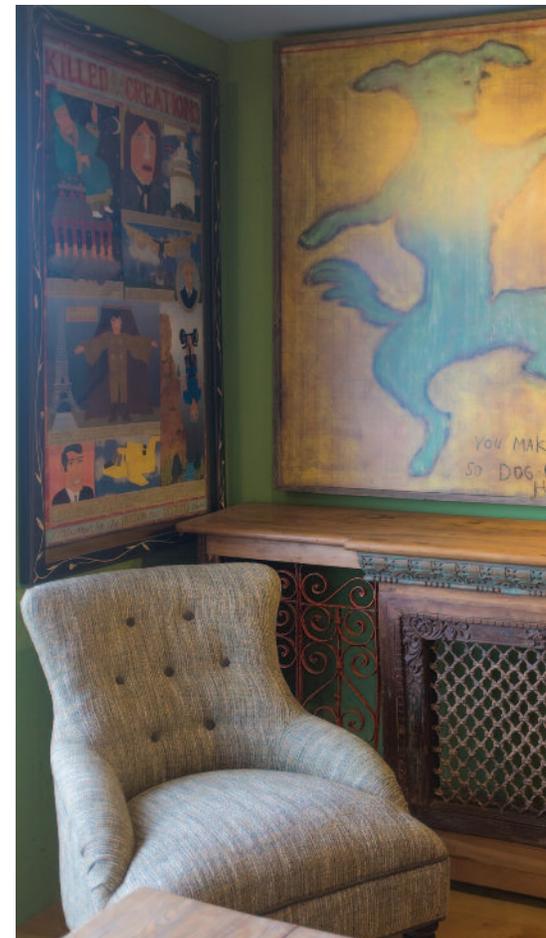
In the article he is quoted as saying: "An outpost seems like more of a meeting center, an area for information—almost a political rallying

point. This is a place where things are happening." He opened his first Toms outpost more than three years ago in Venice, Calif., just outside of Los Angeles. The total is now seven with more planned.

Instead of a space filled with racks and shelves loaded down with product or with the hushed atmosphere of a designer

boutique that seems to turn off affluent young shoppers, the outposts are community centers where one can relax in a WiFi enriched environment on comfortable couches—maybe with a cup of freshly brewed coffee or dine on a light repast—with casually displayed clusters of product

arranged for the visitor's perusal. There may be a lecture going on somewhere in the space—or a yoga class—or a mini-recital. Walls may be enhanced with artwork produced by local talent interspersed with areas of hung garments. These communal spaces never lose sight of their primary function, which is to show and sell product, but the presentation technique is more subtle and challenging. The product display has to be more organic and original. It has to blend in and yet stand out. It has to grow within the space and yet not overwhelm it.



Martin M. Pegler is an author, editor, educator and lecturer, and has been a professor at the Fashion Institute of Technology in NY for over 30 years. He has worked with the IHA Global Innovation Awards (*gia*) from the beginning of the *gia* program in 2000 as an Expert Juror, and since 2016 as an honorary member of the *gia* Expert Jury.

Now, let's go back 16 years to when the IHA Global Innovation Awards (*gia*) were formed to recognize innovation in home and housewares stores. We soon found that some stores were already in some small way community outposts. They were already serving tea or coffee even if it was a way of promoting coffee or tea making

machines. A few had created actual kitchens in their shops and were either giving demonstrations or conducting classes. There were pre-holiday open houses, wine and cheese tastings, art exhibits, special events for children and stay-and-play areas for the little ones while mom and dad shopped. We, the jurors and the industry as a whole, recognized

how important it was to be part of the local community and how to open the stores and the spaces up to the community. Today it is no longer "innovative" to be involved with local students and schools, support community charities and events or serve as an exhibit space for neighborhood activities; it is a necessary part of doing business in the community, and it is part of the store's brand identity.



So, thank you Blake Mycoskie and the Toms Community Outposts for providing us with another retail term, and to the *New York Times* for telling us what we through *gia* already knew and set in motion many years ago. Long live COMMUNITY and our commitment to being an integral part of the ones where we live and work. ■



gia Honoring Retail Excellence and Innovation

Every March in Chicago, the IHA Global Innovation Awards (*gia*) are hosted by the International Housewares Association. The *gia* awards, which have been dubbed the Oscars of the housewares retail industry, bring together 25 of the world's most innovative retailers, all having been voted as the best in their country.

The IHA Global Innovation Awards program was created to celebrate excellence and innovation in home and housewares retailing on an international level. Since the launch of *gia* in 2000, there have been close to 350 *gia* retail award winners, from over 40 countries on six continents.

A jury consisting of retail experts and housewares trade publication editors from around the world decide on the *gia* Global Honorees after looking at all aspects of the participating stores, including visual merchandising, marketing, branding, staff training and other innovative offerings.

We warmly congratulate the *gia* national winners, and take a closer look at the companies that rose to the very top and were bestowed with the *gia* Global Honoree distinction. ■

Visit www.housewares.org/show/gia-retail for more information on the IHA Global Innovation Award program and to find short introductions and images of all 25 *gia* winners of 2015-2016.



2015-2016 national *gia* winners:

Country	Store Name
Argentina	Claudia Adorno
Australia	Pigeonhole
Brazil	Etna
Canada	Lakehouse
China	Wu Ben Liu He
Colombia	Bojanini Art Gallery
Denmark	Illums Bolighus
Eastern Europe	Kaubamaja, Estonia
France	La Trésorerie
Germany	Homann schenken- kochen- wohnen
Ireland	J&B Hope Ltd
Italy	Puesme Home
Japan	La Cucina Felice
Malaysia	Kitchen Shop
Middle East	Home Centre, United Arab Emirates
Netherlands	K'OOK!
Poland	BBHome
Russia	Cité Marilou
Spain	Cooking The Kitchen Company
Turkey	Karaca Home
UK	Lords
Uruguay	Siñeriz Shopping
USA	Whisk
USA – Gift Retailers	Leon & Lulu
USA – Internet/ Catalogue	Chef's Resource

Watch a quick *gia* video at www.youtube.com/watch?v=buJru2a1KHU



Introducing: the 2016 *gia* Global Honorees

by Michelle Hesse

Of the 25 national *gia* winners of 2015-2016, five stores were selected the most innovative, outstanding retailers on the planet. We checked out what makes them so unique and outstanding.

The stores declared *gia* Global Honorees in 2016 were: *Lakehouse* from Canada, *Illums Bolighus*

from Denmark, *Kitchen Shop* from Malaysia, *K'OOK!* from the Netherlands and *Lords* from the UK.

In addition, *Karaca Home* from Turkey won the Martin M. Pegler Award for Excellence in Visual Merchandising and the *gia* Digital Commerce Award for Excellence in Online Retailing was awarded to *Cooking The Kitchen Company* of Spain. ■

Canada



The Lakehouse Home Store is positioned on a pristine lake in the spectacular Okanagan Valley in British Columbia, which is a region renowned not only for the outdoorsy lake culture, but also for its wonderful food and wine offerings. Owners Ben and Sue Boschman opened the store five years ago, and from day one, they've impressed both residents and tourists by expertly and passionately showcasing world-class designer products with solid purpose. This focus on the uniting of form and function is imperative to the success of Lakehouse.

Living by its mantra of "Live. Cook. Play.," which is in keeping with the laidback culture of the region, Lakehouse keeps everything fun and dynamic. The name "Lakehouse" embraces, reflects and leverages the beaches, vineyards and the casual, warm-climate lake culture that attracts so many people to the special region, and the product choice reflects this.

The *gia* judges thought that Lakehouse was a classic example of a good home and housewares retailer, with a strong emphasis on merchandising and design. They also paid tribute to the company's consistent branding and the great use of distressed wood in graphics, which ties neatly in with the business' philosophy. The judges commended the couple on their event-driven marketing and their strong use of audio, such as the in-store playlist of 1500 songs. Lakehouse is also a champion

in integrating their online and brick and mortar store with things such as iPads in the aisles, and a computer for customers to place online orders for products that are not available while they are shopping. ■

To learn more about Lakehouse, visit www.lakehousehomestore.com or see the [Lakehouse *gia* blog](#).



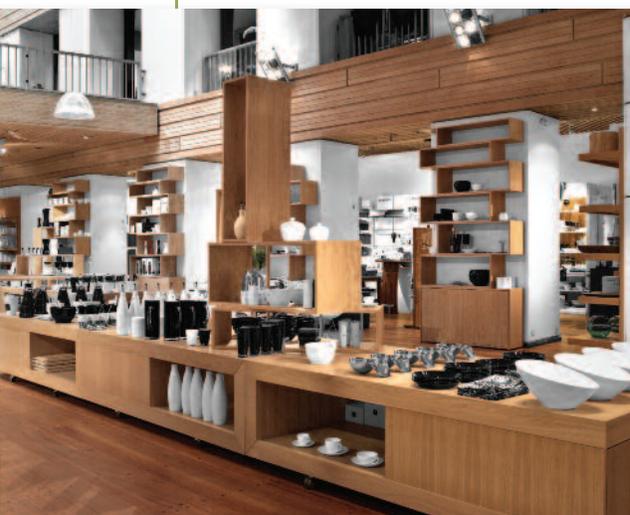
2016 *gia* Global Honorees *continued*



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

Denmark

Illums Bolighus



Design, quality and impeccable service are the pillars for Illums Bolighus. For the business to continue its 75-year success, it is crucial to the owners and managers of the seven stores across Scandinavia that every one of their customers has a unique shopping experience, thus its many highly valued service-minded employees.

The company's vision is to maintain their position as a leading center for design, lifestyle and interior design, but also to continue down the road of being results-oriented and cost-efficient, and to focus on developing cooperative agreements with other like-minded brands and businesses. Illums Bolighus always aims to inspire customers with truly outstanding visual merchandising, an inspiring, forward-thinking product range and vibrant public relations campaigns and advertisements, all born from a truly trend-setting environment.

The *gia* judges all agreed that Illums Bolighus is a universe of quality, not quantity. They could immediately see that the store stays true to its Nordic identity, keeping everything

pure, clean and minimalistic. They thought the store is dramatic and beautifully presented, and that this look and feel was carried through seamlessly in the packaging and branding. The judges felt that the business has one clear, defined voice, and a crystal-clear message—that all products in Illums Bolighus are of the highest quality and reflect the brand's innovation and style. The store was also commended on its great attention to annual themes and its emotionally charged window displays. ■

*To learn more about Illums Bolighus, visit www.illumsbolighus.dk or see the **Illums Bolighus *gia* blog**.*



Malaysia

Kitchen Shop

Pay less for more!

There is more to Malaysia's Kitchen Shop than what first meets the eye. Yes, it is a wonderland of chic kitchenware, savvy electrical tools and the latest cool appliances at the best possible prices, but it's also a company focused on inspiring people to cook at home and embrace family, friends and the life that cooking and living well creates.

Quality culinary tools and the latest high-tech gadgets are in-store alongside classic utensils to make cooking an enjoyable experience, but it's the twin pillar philosophy upholding Kitchen Shop that gives it a unique point of difference. That is, that every product in Kitchen Shop should in some way tie back to healthy living and/or conserving energy, because its owners believe in enriching the lives of their customers through their products while helping to protect and preserve the natural environment. Whether it's



teaching someone how to preserve energy while cooking or reheating something, or offering personalized training on the benefits, use and care of innovative, time-saving tools, the staff at Kitchen Shop aim to make a difference in people's lives, and to the world around them.

The judges were impressed with Kitchen Shop's strong stance on educating consumers about healthy living and cooking at home with quality products that can make a difference to someone's life and the environment. The judges loved the "try-me" corner for testing products, the strong educational displays with recipes, the sharing of tips and product information, special activities for consumers and events in the demonstration kitchen. It was the attention that Kitchen Shop pays to its customers' lives that really made them stand out as a global honoree. ■

To learn more about Kitchen Shop, visit www.thekitchenshop.org or see the ***Kitchen Shop*** *gia* blog.



2016 *gia* Global Honorees *continued*



The Netherlands

Behind the Netherlands *gia* winner is the lovely story of two friends—Anne van der Spoel and Karen Schoen—who decided to change their lives by both taking on a new career. They did it by

creating K'OOK!, a store dedicated to all things cooking, along the side of a river in the town of Wormerveer.

Not only did the store become a success, but the two women, after becoming so engrossed in the food scene in the area, launched a food festival that now attracts over 12,000 people and more than 60 food trucks to their river in July. With both the store and festival doing so well, the pair then launched an Italian “weekend,” a four-day event within their store, celebrating Italian food and beverages.

The store has evolved over the last 10 years to have a free-standing stove in the middle of the store where a demonstration kitchen was installed, a large collection of cookbooks, a coffee bar and an area of the store dedicated to produce. The friends have also launched their own product line, including branded postcards, bags, olive oil and coffee.



The *gia* judges all agreed that K'OOK! has done an outstanding job with store design, complementing that with a striking, bold logo and consistent branding. The business partners are always coming up with innovative ideas to further spread word of their business, including the growth of the food festival and their Italian foodie weekend. They are also very involved with social media and are always trying out new things, such as recently inviting a group of bloggers to experience the store and share their experiences with particular products. ■

To learn more about K'OOK!, visit www.k-ook.nl or see the **K'OOK! *gia* blog**.



United Kingdom

LORDS
AT HOME WITH QUALITY

Lords is all about locals. The philosophy of Lords revolves around supporting the local community and providing customers with a beautiful retail experience that will have them becoming loyal to Lords in no time at all. The family-owned specialist housewares retailer was founded by sisters Rita and Rachna Dewan, and has six stores on local high streets across London.

Every Lords store reflects—through its staff, design, art, architecture and ambience—the local community and the heritage of the area where it stands. So while there is certainly strong branding flowing through all of the stores, internally the shops are designed with the surroundings and the local customer in mind. The environment aims to be welcoming and inviting, providing a superb experience through excellent customer service and thoughtfully curated products.

A free local delivery service, provenance stories and in-store demonstrations make shopping at Lords a memorable experience and a place that people talk about long after they have visited, resulting in a customer base that is not only

dedicated to their local store, but also highly engaged online.

The *gia* judges admired the dedication from the founding sisters of Lords, to create localized stores that continually adapt



to fit in with the neighborhoods in which they are based. They were also impressed by the localized product assortment and the commitment from Lords to having 20 percent of their products sourced from the area in which they are situated. They commended the business on training staff to really know the area and be able to give recommendations and advice on local things to do and see. This commitment cements Lords as a brand that is dedicated to storytelling, further helping them to become the well-loved local store it aims to be. ■

To learn more about Lords, visit www.lordsathome.com or see the **Lords *gia* blog**.



Win the coveted *gia* award!



Lakehouse, Canada



Illums Bolighus, Denmark



Kitchen Shop, Malaysia



K'OOK!, Netherlands



Lords, United Kingdom

The IHA Global Innovation Awards (*gia*) program recognizes retailing excellence, honoring both specialty and multiple-location homegoods retailers for superior business innovation and creative merchandising.

Participating in this unique program helps you grow your company, opens new horizons and fosters networking with the best homegoods retailers in more than 20 countries on 5 continents.

Winners of the national competitions are invited to attend the 2017 International Home + Housewares Show in Chicago, 18-21 March. At the Show, the winners will be celebrated at a festive awards dinner where up to five retailers will be further distinguished as *gia* Global Honorees.

Nominations for the prestigious *gia* Award for 2016-2017 are now being accepted.

How previous winners have benefited from their *gia* distinction:

- Finding new ideas and inspiration by networking and learning from other retail leaders, visual merchandising experts and other industry professionals
- Getting extensive publicity in their home country, resulting in a larger customer base and increased sales

To be considered for this award, or to nominate a housewares retailer, please contact one of the sponsoring housewares trade publications listed at www.housewares.org/show/gia-retail or the global sponsor:

2015/2016 *gia* Global Honorees

Lakehouse, Canada
Illums Bolighus, Denmark
Kitchen Shop, Malaysia

K'OOK!, Netherlands
Lords, United Kingdom



6400 shafer court, suite 650
rosemont, IL 60018 • usa
+1 847.292.4200 +1 847.292.4211
www.housewares.org

IT'S smart
march 18 - 21 • chicago

Be Inspired by World-Class Education



- Insights into the latest trends, designs, visual merchandising, retail success factors and consumer preferences at over two dozen education sessions

- Expert information from the leading global authority on color and material trends for 2017/2018 at the Pantone ColorWatch display and seminars

- First-hand reports and forecasts on U.S. consumer trends, providing insight into future buying expectations and patterns

- **FREE** consultation opportunities with social media and digital marketing experts. Discuss your brand's online marketing program & goals and get expert advice on how to improve your presence online.



The International Home + Housewares Show offers first-class educational and networking opportunities for both specialty retailers and corporate buyers.

Discover bright ideas and gain strategic insight that helps you develop and grow your business!

international
**home +
housewares
show** | 2017
march 18 - 21 • chicago, usa

IT'S **SM**art



INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority
www.housewares.org

A Picture Worth a Few Hundred Words - *One Prop Does It All*

by Martin M. Pegler

Wouldn't it be just wonderful if that was true! Imagine putting a decorative prop in your window and being able to leave it there almost all year—and still get a positive reaction from the shoppers on the street after all that exposure. Not easy—but it can be done.

The Jumbo shop, the 2015 *gia* Global Honoree from Turkey, is an excellent example for how it can be and was done. The store has a pair of open backed windows and an open-for-viewing-look into the store beyond. Using the silhouette of an elephant, the store's logo that relates to the name Jumbo, a display/fixture/prop was created that has glass shelves on which products can be displayed. The removable back

panel can be changed and, as you can see from the photos, they are changed for holidays or special seasonal promotions. In addition to the change of color and/or pattern of the background, the decorative elements that are attached directly to the front glass enhance the seasonal message and change the look of the presentation.

Here are some changes you might expect to see: hot pink with matching lace paper cut-out hearts for Valentines Day; yellow or light green background with yellow flowers tied with green ribbons for spring or with pastel-colored Easter eggs for Easter; gold or orange backing with assorted autumnal fall leaves for Fall and bright red with red and gold ornaments for Christmas.





The basic idea is to get a dominant element in your window that becomes identified with your store and that people readily recognize. If you have a logo or a graphic identity, see what you can do with that or how you can adapt it. If you don't have a recognizable logo, what does your store name suggest? Do you have a pet dog or cat that keeps you company in the shop and thus becomes known by name by your clients? How about a life-sized, stylized chef figure that can be "dressed" for each season or promotion. The figure can be cut out of plywood or made in outline with a wire frame. It may or may not have features. You may want to use a shiny frying pan for the face and scouring pads or a mop for hair.

Be creative—have fun, and fun can be contagious, so spread it around. AS to how to "dress" your iconic prop, here are some thoughts. I am sure you will think of many, many more once you have created your own special figure. First and

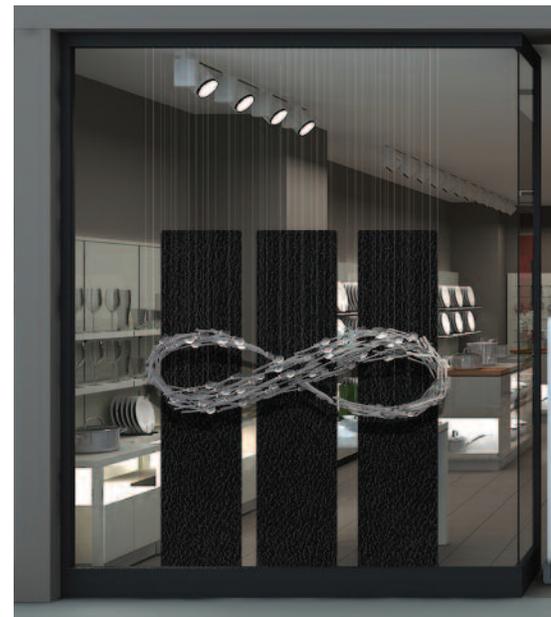
foremost—COLOR. One major color to set the trim or a color scheme. Feature the color on your icon as well as in the product display. IF you are where snow may be in the forecast for January, let Spring come early this year with a bright color promotion. February is time for red and hearts, while March calls for Spring and Easter—daffodils, tulips and Easter eggs. April showers may bring May flowers, and Mother's Day followed by Father's Day in June with lots of white for bridals—and I think you get the idea.

Use the products in stock as much as possible. If you have aprons, fine. If you don't carry aprons but have napkins or towels, make aprons out of them. Your icon or figure doesn't have hands but you have oven mitts in stock—use them to create the illusion. Clothespins will make fun fingers and so will forks and spoons.

Forget about realism—go for fantasy. Be creative—be

imaginative—go a bit wild. You don't have to be a specialist to do any of this—just let the mischief in you come out and show off.

If you dare to do anything like this, please record it for posterity and share it with us? Send us your alter-ego "selfies" so that we can share them with our readers (My email address is mmpegler@optonline.net). Good displays make great sales! ■



Living the Dream

by Michelle Hespe

If Patricia Velez embarks on a new venture, her passion is the project's driving force.

Inspiring others has also always been paramount to her, and so her latest incarnation—as the founder and CEO of Ambiente Living—has meant bringing these two facets of her approach to life and work together.

There are now 30 Ambiente Gourmet stores in Colombia and two Ambiente Living stores. Velez plans to open three new Ambiente Living stores in 2016 and more Ambiente Gourmet stores are also on the horizon.

Ambiente Living is a move into a different area of retail for Velez, yet it is entirely in keeping with the sophisticated offerings that



have made Ambiente Gourmet such a world-class success story. After all, Ambiente Gourmet has always been about “living” as who doesn’t consider food, wine and everything associated with it as essential parts of a wonderful life? And just as Ambiente Gourmet is all about solidifying the connection between cooking, design and lifestyle, Ambiente Living is about



Michelle Hespe speaks to Patricia Velez, CEO and founder of Ambiente Gourmet in Colombia. Since being an honoree in the IHA Global Innovation Awards (*gia*) in 2010, she has opened another concept shopping experience sure to be another success story: Ambiente Living.

bringing together homewares, décor, furniture and design to package up a stylish lifestyle offering.

Winning a *gia* Global Honoree award in 2010 was something that Ambiente Gourmet truly deserved, as it was and still is one of South America’s best offerings of kitchenware, tableware and everything associated with classy entertaining. But the award also cemented the idea in Velez’s mind that her business was good enough to shine on an international stage.

“Competing against 24 of the best retailers from around the world in the *gia* awards made me realize that my business is world-class. It made me realize that we can compete on a global scale and enter new foreign markets with certainty,” she says. “I hope to enter new countries with this new concept soon.”

The first Ambiente Living store opened its doors in November 2014 in Medellin, which is the capital of Colombia’s Antioquia



province, with the second store opening in Bogota, Colombia's capital. The stores are not only brimming with exquisite ideas in terms of homewares and lifestyle, but also places made for entertaining and inspiring anyone who steps into the spaces.

The 1000-square-foot Medellin store is in the city's most upscale shopping center. "We have taken advantage of the mall's brick structure, with one wall in vintage exposed brick, while the other walls and columns are painted in obsidian black to help set the furniture and products in center stage," explains Velez. "The look of the store attempts to recreate the elegance of NYC's SoHo district, while maintaining a cool industrial feel."

The second Ambiente Living is a two-story building in Bogota's home furnishings district. It takes advantage of the existing modern structure, which melds well with the distinctly New York City-style industrial details and finishes. One part of the store is an iron staircase

surrounded by SoHo-like windows, seeking to emulate a fire escape, and the skylights are covered by banners with "views" of NYC skyscrapers from below.

"Ambiente Living stores seek to transport the customer to a hip location from elsewhere, creating an unforgettable experience that they can't seem to get enough of," says Velez. "It was very exciting opening this store because it really is one of a kind. The challenge was huge as we wanted to surprise everyone, and we did. It has been an opportunity to transform my ideas into reality."

The different angle that Velez and her staff have taken with Ambiente Living is that the store presents an inspiring blend of shopping, entertainment and fashion. It has various environments such as a restaurant with a grand piano, an area for furniture, decoration, women's fashion accessories, gifts for men and also some gourmet products.

"In all of this lies the differentiation," explains Velez. "Not just in comparison to my previous ventures with Ambiente Gourmet, but compared to retail itself. I had a strong desire to establish a store where we create memorable experiences for our visitors. In this store, you can either shop, have a glass of wine in the restaurant and bar, have dinner with your friends and family or just enjoy live music played in the grand piano by our performers every afternoon."



She pauses to reflect on the last couple of years of business. "And I think we have achieved the goal of improving the lives of our customers in certain ways. That, at the end of the day, is the essence of what every entrepreneur wants to achieve."

Running her own businesses, being an entrepreneur, and being there

Living the Dream *continued*

for her three children and husband has meant a constant juggling of time for Velez. "My biggest obstacle is always how to distribute my time well between my work and my family," she admits. "I love spending time with my husband and children, but I also thoroughly enjoy my job."

The response to Ambiente Gourmet and now Ambiente Living is proof that the juggling has all paid off. "One of the most rewarding aspects of this new venture has been the positive response of the public, and this surpassed all of my expectations," says Velez. "People are always asking when we are going to open in other cities and countries, and for a retailer that is very gratifying. Our clients visit the store often, even several times in a week sometimes, and they tell us that the experience of being in our store has become part of their lives."

This feedback from in-store customers is pivotal for Velez and her staff, and social media also

plays an enormous part in the continual improvement of her business' offerings.

"Social media is a crucial two-way communication channel with our customers that allows us to know their feelings and thoughts, what they like and don't like, and what we can try to correct," she explains. "It is a demanding process that you have to put a lot of effort into, but the rewards are always worth it."

Being involved with the International Housewares Association is also something that Velez not only finds gratifying, but keeps her connected to the rest of the industry. "Being connected to an association like the IHA and to *gia* means that I am a part of a select group of retailers, and I can access valuable information and knowledge and be aware of what is happening in the retail environment across the entire world," she says.

Ambiente Living is an extension of Velez's dreams and her business

acumen, but it's also the tangible results of her passion, and the development of much inspiration gathered from around the world.

"Inspiration is the basis of any creative process, but I think inspiration mixed with passion is the key to a successful idea and achieving goals. You just have to have discipline to materialize your ideas," she says. "You should never give up on your ideas—you often have to start new things on a small scale and then evaluate the results and how your customers react to it, but when you see a good reaction, then that is the time to start growing." ■

For more information on Ambiente Gourmet and Ambiente Living, visit www.ambientegourmet.com and www.ambienteliving.com.

See also Patricia's blog and her own website, www.patriciavelez.com.



INSPIRE

by Terri Winter

Your Customers Now to Create Sales in the Future

As a retailer, I want to live in a world where my existence contributes not only to the lives of my customers but to the greater good. I don't want to live in a world where I am perceived as pushing "stuff" on customers who don't need it. This most certainly should not be the case.

Decor that is more than skin deep

In a world with so much stuff, and magazines and TV shows telling us how to change the décor every season, decorating has developed a throw-away attitude. Help your customers develop a style that can accommodate future purchases and grow with them so they don't feel overwhelmed at their buying choices and do nothing. You don't

"Contribute to your customers' world, and they will thank you for it."

need to be a decorator or a stylist to help customers assess their own world - they often know what they want and just need guidance to get there. If they need more than that, and you or your staff are not experienced or knowledgeable in styling or decorating, then hook

your customers up with a local stylist that can help them. The stylist will also be grateful and recommend your business to others.

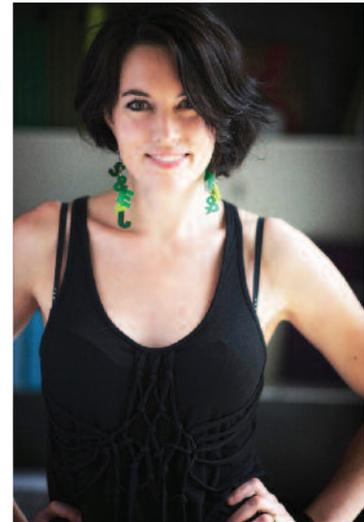
Discussion with your customers

"Your home should not only LOOK good - it should work hard and help you adapt for the future! As well as the aesthetic look and feel of your home, it is vitally important in our busy lives that your home functions in such way that it enhances your daily life without impeding it. No-one wants to live in a magazine picture that they can't mess up. You need to set up your customers' homes so that their lives fit with their décor.

It may seem a strange notion for a retailer - but if you can encourage your customers to buy less and buy better then you develop trust and you will discover that your own little world is far more meaningful. You have helped your customers develop a home that is personal and uniquely representative of them and their families.

Plant the seed for them to re-access. Remind your customers that it is important to take a good look from time to time at what their home has become - things often have a way of just evolving and if you don't keep stock, you could

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



look around one day and realize that your place is incoherent and does not feel like you at all... or at least not the YOU that you wish to show the world! Never fear - your own personality is there - beneath the clutter.

INSPIRE

Your Customers *continued*

A project for your customers:

Discuss this idea with your customers to build a road map for future purchasing. Be mindful that this stage is not specifically about selling. This is about building a relationship that, when managed well, will result in future sales.

Time to de-clutter

Access your home, room by room, and cleanse the items that are NOT meaningful and have simply found their way into your living room or onto your home desk. We have all read multitudes of ways to go through our closets and remove items we have not worn for six months – your home is really no different. Remove incidental items and piles of clutter. Put it all in one area if you can and consider the remaining pieces.

After they have gone through and worked out what stays and what goes, then is the time to chat with them about a few new key pieces... The fun stuff begins! Perhaps replacing the old coffee table, adding some accent vases and creating vignettes at the entry or some “shelfies” in the living room to really highlight their personality and interests.

Organized chaos

We have all done it – decided we are going to “get organized” and set up filing systems and made rules about where we will have “work-stuff” at home and where everything must go. This is not a bad thing to do in itself. But when doing this, think about the way you live your life – the daily patterns when you walk in the door from the office, or get the kids out the door for school and back home. Don’t try to retrain everyone in the house—find ways to simplify the natural patterns of your daily schedule.



Here are some patterns to consider in your home, ... and some solutions without reading the riot act



The school bag door-drop: If the kids get home and dump school bags and shoes in the doorway, consider your entry area. Can you incorporate hooks for the school bags (one each to create ownership) and add a storage box for shoes and sports bags? Therefore, you are organizing the existing pattern, not asking them to change.

The key-dump: If your husband (or wife) gets home from work and dumps keys, wallet and mail on the kitchen bench or dining table, consider a hall console with drawers for paperwork and storage boxes for coins and keys.





Muuto Stacked Shelving - JDS Architects for Muuto



The evening homework dinner battle:

If homework needs to be done while you are cooking dinner, it often turns the dining table or kitchen bench into a disaster zone. Rather than trying to delegate a desk in another room where no one wants to be alone doing homework, organize your dining table or kitchen bench to accommodate. Add some storage containers at the end of the bench to house pencils, erasers and paperwork so you are not carrying it back and forth from room to room. If your dining table allows for it, establish one end with a series of storage containers that hide these “work” essentials as part of the decor – but know you have them on hand for a quick start to the homework routine.

If possible, add a side console table to the room that can double as a desk, and storage shelves or wall pockets that can house both living room necessities such as books and dinnerware as well as a few carefully stored homework essentials. A few decor changes can mean you can spend some time with the kids helping them with homework AND get dinner underway. It is often one of my favorite times with the kids – homework is less of a chore and you can discuss the school day.

The clothes monster in the corner of the bedroom:

If you are not naturally tidy with your clothes, and too tired at the end of the day to put everything away, you may end up with the very common problem of a monster pile of clothing on a chair or in a corner of the room. It grows larger and larger until you HAVE to get it put away (it never takes that long and each time you wonder why you let it get so out of hand!). Consider your bedroom space – if you are lucky enough to have a dressing room, then consider how it is set up too. Make it EASY to put things away as you get undressed. Make it enjoyable to put your belts together and your jewelry in a designated place. Enjoy the ritual. Get groups of containers to store jewelry – and if you are short of space in the closet, add storage boxes you can stack for belts, scarves, stockings and even underwear to free up space in your wardrobe. ■

To learn more about top3 by design, visit www.top3.com.au.



DESIGN STARS – Design Highlights from the *gia* Product Design Awards

Discover Design, the premier design destination of the International Home + Housewares Show, is located in the North building, along the Aisle of Style. This juried category features more than 200 brands from around the world. Companies present distinctive products and collections from all housewares related categories that are driven by innovation and inspired by design.

At the 2016 Show, several exhibitors from Discover Design were selected finalists in the IHA Global Innovation Awards (*gia*) for Product Design Excellence.

For more information about the 2016 IHA Global Innovation Awards, all 12 Global Honorees and all 60 Finalists, visit www.housewares.org/gia-product.

For more information about Discover Design, visit www.housewares.org/discover-design.

Best Product Design – Global Honorees

Cook + Bakeware

Pulcina

designer Michele De Lucchi



Alessi
www.alessi.com

Home Organization + Storage

Stasher



Stasher
www.stasherbag.com

Household Electrics + Home Environment

Bruno SmartCan



Bruno SmartCan
www.brunosmartcan.com

Tabletop

My Flavor Carafe



Eva Solo A/S
www.evasolo.com

Best Product Design – Finalists

Bath & Personal Care

Towel Warmer



BRZ Brands
www.brzbrands.com

Bath & Personal Care

Gleener On the Go



Gleener Marketing
www.gleener.com

Home Décor & Gifts

Kaleidos Basket designer Naoko Shintani



Alessi
www.alessi.com

Home Décor & Gifts

Window Birdfeeder



Eva Solo
www.evasolo.com

Home Décor & Gifts

Nail It



**Monkey Business
Design USA**
www.monkeybusiness.co.il

Pet Products

AutoDogMug



Highwave
www.highwave.com

Tabletop

Human Collection Salad Set designer Bruno Moretti and Guy Savoy



Alessi
www.alessi.com

Tabletop

Collapsible Water Bottle



HYDAWAY
www.hydayawaybottle.com

Tabletop

White Line Cooling Ceramics Carafe



Magisso
www.magisso.com

From the World of Design and Fashion — Jackie Shapiro

by Michelle Hespe

For any company, branding is what everything else hinges upon. And as a CEO, founder or director of a business, to become a true success story, you have to personify that brand and literally become a part of what it conveys to the world. In an ideal scenario, the creator is the brand—their very essence is personified in everything the company produces, promotes and stands for.

There are many brands in the world, particularly in the realm of fashion and design, that have the branding caper down pat. Think of the Versace family and their continually evolving fashion statements, or Nigella Lawson and her powerfully seductive branding created in the kitchen. Think Oprah. Cake Boss. Stella McCartney. They are all people embodying their brands.

And then there is French Bull. If ever there was a dynamic example of a creator and brand perfectly in tune, here it is, in all of its free-spirited, bold vivacity. French Bull Founder and CEO Jackie Shapiro, and her edgy, energy-driven, pattern-popping company are an ever-erupting, joyous explosion of branding in perpetual motion.



Catch one glimpse of a funky 1970s style melamine plate, an art-filled salad server or a cool iPhone case created by Shapiro and her colour-coddling, pop-peddling team, and you know straight away that it's French Bull. The product may as well have its own loud voice with which to shout, the message is so clear.

In her own words, Shapiro was “born to spruce up the place.” She never met a blank surface she didn't like. She sees them as opportunities, as designs waiting to happen. A pluralist muralist, she eyes lazy susans and duvet covers as objects in need of her art. A gleeful graffitist, she hears serving trays and bedroom slippers crying out for a tag.

Shapiro explains that French Bull's name takes inspiration from the frisky nature, compact stature and mighty will of the offbeat, Jolie Laide (meaning beautiful/ugly in French language) French Bull dog.

“The French Bull mark illustrates our solid foundation, heady profile and alert bat-like ears that navigate us through any challenge,” she says with a cheeky smile. And at first, it might be easy to assume that the company's



inspiration sprang from Dash, her family's beloved bulldog, and the creation of a set of funky melamine dining plates designed by Shapiro back in 2002 when she launched French Bull.

But the truth is, there has always been a river of color and pop culture coursing through Shapiro's veins, and some of that came from her upbringing. In the late 70s and



Michelle Hespe speaks to Jackie Shapiro—the mastermind behind the fantastical, and fabulously fashionable, lifestyle brand French Bull.

early 80s, her mother was a founding partner of Eva for Robert Janan, a successful fashion label that championed a wrap-dress and easy two-piece dressing philosophy. The dresses were designed and created with arresting patterns printed in Italy, at a factory that later Diane Furstenberg would also share. Shapiro studied fashion at Parsons School of Design, which also inspired the likes of Marc Jacobs, Isaac Mizrahi, Narciso Rodriguez and Anna Sui. Having always been surrounded by some of the world's bravest and most inspiring commercial artists means that it's no surprise that Shapiro has found her niche, and that French Bull is continually growing as it garners more fans around the world.

"Having come from a family in fashion over three generations, I

can't help but see everything as a past, present or future fashion trend. I look at everything when designing, including fashion on the runway, the street and what the cool kids are up to," Shapiro says. "Our product is influenced by fashion; be it pattern, silhouette, color, a construction detail or a lifestyle attitude, and in the end, it's about us coming up with a delicate balance of on-trend and on-brand. Hopefully we get it right season to season, and give back to the world our own custom blend of fashion."

Beneath French Bull's many kaleidoscopic offerings are some retail and marketing fundamentals to which Shapiro adheres so that her brand always stands out in a saturated homewares and lifestyle market. Firstly, she believes that it's all about introducing designs that resonate with people emotionally and immediately. She also believes that it's essential to maintain a consistent point of view and innovate through repurposing. And finally, the core

of any business dealing with the public: customer service.

"We must provide a positive experience," Shapiro says. "Our customers tell us that French Bull products elicit happy sentiments in them. I hope great memories get created with family, friends, co-workers, kids and pets when our products are part of the experience. My brother-in-law tells me that his once-a-week lunches with his grandchildren and our French Bull plates are the highlight of the week. This story makes me laugh because he thinks the plates make the food taste better! We believe French Bull is A-OK for dining at home everyday with your family, using our plates for big bash entertaining, unforgettable gifting, office parties, and on and on. If it creates good vibes, and we can be part of cool memories – my job is done."

French Bull champions good vibes and individualism. Owning and showcasing French Bull products is an extremely visual way of showing



From the World of Design and Fashion *continued*

off a bright, bold personality. "I hope French Bull products make people feel we are an extension of their personal style," Shapiro says. And the fact that French Bull uses so many bright colors and wonderful patterns means that consumers can pick and choose pieces that reflect their sense of fashion and idea of fun.

"For French Bull, color is a core tool," says Shapiro. "We have a distinct palate that draws consumers to our products, stirs positive emotions, and overall has a huge impact on our brand recognition. Our French

Bull mark is Orange, which is a color believed to enhance a feeling of vitality and happiness. Hence our tag line and mantra - Live Vivid. Color is important for fashion and homewares because both of these industries are reflections of an individual's lifestyle choices."

Knowing exactly who loves your products—especially who would choose them over others in the ever-burgeoning mass of online offerings—is crucial for any retailer. So really understanding French Bull's relatively niche demographic—and thus their

lifestyle choices—and then directly marketing to this demographic has helped to further French Bull's growth, not just in terms of direct customers, but also in terms of strengthening ties with boutique retailers who have discerning, individual, educated and fashion-conscious customers.

"National retailers rely on their own private labels to service a wide swathe of their consumer base," explains Shapiro. "Then they use brands such as French Bull to service and grow increasingly specific segments of their consumer base. For example, French Bull appeals less broadly but more strongly to our specific demographic. Our customers are likely to live in small or large cities or in

affluent suburbs. They are likely to have young children and to have finished college. Brands like French Bull are important tools for retailers that care about this demographic. By communicating with these retailers early in a product's development, and by leveraging our relationships with manufacturing leaders (e.g. Neoflam in Korea, Lock & Lock in China, Creative Converting in the U.S.), French Bull creates programs with retailers that reach this important consumer while maintaining the high bar for value across the fashion and home categories.

"I define fashion as having an authentic point of view that is communicated stylishly, and with confidence," she adds.

And from where does this mastermind who offers inspiration to so many others find her own inspiration? "I'm inspired by everything from classic European luxury including castles, the fantastic music posters of Hapshash and the Coloured Coat, the typographic fabulousness of Artist Sister Carita, and dynamic packaging of American brands in the cereal aisle of supermarkets." ■

For more information on French Bull, visit www.frenchbull.com.



Discovering Design: *Eva Solo*

by Vicki Matranga

Known for its distinctive functional and stylish products for kitchen, bath, home and garden, each Eva Solo

product begins with an idea for an item that enhances life at home. Such good design results in beautiful products that are a joy to use and to own. Now under the leadership of the founding family's fourth

generation, Eva Solo builds on its heritage while exploring new possibilities for a continuing design evolution.

Yossie, tell us about how Eva Solo creates such unique products.

Design is not just about outward appearance. Good design is simply at the heart of everything we do. By pushing the boundaries of materials, production methods, functionality and aesthetics, we arrive at new solutions for everyday needs.

Eva Solo products often fulfill more than one function. Beginning in 1949, with the introduction of a

flour shaker whose lid was also a citrus squeezer, we started the concept of "Yes, it is a ...but it is also a..." This simple "Yes, but" formula brings something new to the user and has delivered many classic multi-functional products.

Eva Solo works with designers who excel within their respective fields. Over the years, our products have won more than 150 Danish and international design awards, including two IHA Global Innovation Awards (*gia*) for Excellence in Product Design (Eva Solo won a *gia* Global Honoree Award in 2015, for Digital Kitchen Scale, and in 2016, for My Flavor Carafe).



Currently Eva Solo works very closely with the Tools Design team. Tools was founded in 1989 by designers Claus Jensen and Henrik Holbæk. A few decades

For more than 100 years, the Danish company Eva Solo, founded in 1913, has believed that Good Design is Everything. Vicki Matranga, Design Programs Coordinator at the International Housewares Association, talks to Yossie Bitton, managing director, Eva Solo North America, to learn more about the company's approach to design.



later, with more than 200 international design awards to their name, Tools Design is one of Denmark's leading design firms. Their designs are characterized by a simple and innovative approach to the product and its function. And in the hands of these skilled designers, the result is stunning products, which are truly functional. The Tools team has been collaborating with Eva Solo since 1997. Eva Solo also collaborates with other notable designers such as Ole Palsby, 3PART design team, and DESIGNWRIGHT.

Discovering Design: *Eva Solo* continued

A Design Classic Zips Up a New Brand

In 1997, the Eva Solo line introduced items that became the company's signature. The collection consisted of individual products—or "solo" items, which met the growing needs of 1990s consumers who wanted to create their own unique mix of home products. The line premiered the Café Solo coffee maker, an elegant glass carafe for pour-through coffee brewing. Its snug, zippered, neoprene jacket kept the carafe warm. Café Solo was joined by the sensuous form of the companion Tea Maker. The cold beverage server line followed—the Fridge Carafe, an easy-grip form also in a zippered cover to keep contents cold. The

line now includes a Picnic Flask and Drinking Bottles, with patented drip-free pouring lip. The company known as "Eva" at the time was renamed Eva Solo in 2010 because of the success of this new brand.



Eva Solo has expanded beyond the kitchen and table with bath accessories; home décor items including hurricane lamps, flower vases and self-watering plant pots; and garden items like torches and bird feeders, along with outdoor grills and barbecue equipment.

Building on Danish design traditions, Eva Solo has created its unique market position for elegant, understated products that grace any home. Simple forms and quality materials combined with insightful conveniences for daily living make the family of Eva Solo products instantly recognizable. ■

To learn more about Eva Solo, visit www.evasolo.com.

For more interviews with interesting designers and housewares innovators, visit the [Discovering Design](#) blog.



Pantone Style and Substance – PANTONEVIEW HOME & INTERIORS 2017

by Leatrice Eiseman, Executive Director, Pantone Color Institute

With the consumer's constant desire to see something new continuing to influence color/design trends, the question becomes what path will best drive success and consumer or client satisfaction? As color choices are so closely tied to personal expression, the answer is in developing the ability to better assess and gauge client aspirations and lifestyle needs so that you can guide and encourage the use of invigorated color/design palettes that will persuade, engage, enlist and enable new directions.



NATIVE INSTINCTS

At one point in time, the term “native” applied to a specific indigenous culture. However, style-wise, current and future forecasts point to a homogenous mix of design and color where a piece of Native American pottery is quite compatible with a Turkish kilim carpet and/or a pre-Columbian artifact.

Florabundant

Florabundant is filled with the sumptuous beauty of rich floral hues. It is an enticing, lavish and profuse palette and, mirroring the poetic names of the floral colors, there is an unmistakable drama in the variety of shades. As in nature, varying shades of green provide the perfect complementary and ubiquitous background to the more vibrant tones in the palette.



Acquired Taste

In both food and surroundings, an acquired taste means an appreciation for the unusual, the unique or the distinctively different. In terms of color, this means a mix of colors and/or textures that are not commonly seen together, yet they create a palette that is subtly luxurious.



Pantone Style and Substance — *continued*



Day Dreaming

In the harried and demanding world in which we live, the palette titled Day Dreaming offers a welcome respite and can truly fulfill its literal meaning as a “series of pleasant thoughts that distract our attention from the present.” The colors that evoke those thoughts are often light and seemingly weightless, as if to relieve the heaviness of day-to-day stresses.

Forest Bathing

Encouraging a healthy lifestyle is a stress-reducing palette inspired by the Japanese practice of “Shinrin-yoku” or “Forest Bathing.” Studies have shown that a contemplative walk in the woods that reconnects the individual with nature or, at the very least, surrounding oneself with greenery, is relaxing and restorative, elevating our mood.



Raw Materials

Raw Materials is a selection of colors that reflects and symbolizes several disparate movements in color, design and lifestyle that come together to make for some highly creative and unique color mixes. The ongoing dedication to the re-use and re-purposing of materials from nature and industrial resources plays an outsize role, as does the wellness and health movement, which continues to highlight nutritious foods displayed in disarmingly appetizing and artistic ways.

The New Rules of Engagement – Get Connected, Stay Fresh, Make it Personal

It's never been more important to view consumers in three dimensions, Tom Mirabile told an audience at the 2016 International Home + Housewares Show. "Today's housewares consumers are multi-faceted, and embracing change is crucial," said Mirabile, who is IHA's lifestyle forecaster and senior vice president, Global Trend and Design at Lifetime Brands, Inc.

"Ultimately, the best innovations come from a really deep understanding of who the consumer is and what problems they have that you can solve," he said. "Everything we create must come from a core commitment to improve or enhance the lives of consumers."

Mirabile's insights were centered around his 10 New Rules of Consumer Engagement, which are:

1: Know Your Audience - "Younger and older generations are really dominating the economy right now," he said. While Millennials may be lacking in direct spending ability, their influence on the aspirations and spending of all other generations is incredibly significant. It's also important to look at Generation Z (ages 7-20) as the next adult generation. This group considers themselves foodies and is culturally diverse,

entrepreneurial and socially aware.

Mirabile also pointed out that the oldest Millennials (Generation Y) are turning 40 next year...a far cry from the common perception of Millennials as 20-somethings who still live with their parents. As for Baby Boomers: "They've shattered stereotypes of what it means to be over 50 today; older age does not mean dated design nor does it mean an inactive lifestyle." The Matures (age 71+) may not spend much on housewares, but Boomer family members have a huge influence on purchasing.

2: Create Desire - "Consumers want to live in smaller homes, but they want those homes to live larger," said Mirabile. They crave originality, personalization and, for the first time in a while, indulgences. (This may be because people are generally taking better care of themselves – and feel they can indulge once in awhile, but also because

indulgences give them an experience to talk about with family and friends.)

3: Inspire the Makers - The maker movement is huge and "for the maker, skills equal status," Mirabile shared. To this group, restaurants serve as inspiration, but "simplicity is always the key." The sheet-pan dinner is just one example of a hot maker trend right now.



4: Get Personal - "We have never had the opportunity for the type of growth in gifting that we have today," said Mirabile. There is a giftable occasion for housewares at all times of the year and it's up to retailers and manufacturers to help make it relevant and accessible to consumers.





5: Get Healthy – In the past, being healthy meant something you had to do, it was focused on the physical and it was more of an idealized goal that few could reach. Today, being healthy is something you want to do; it is balanced between physical and emotional, and it is more realistic for all. “Fresh is the single most important buzzword associated with healthy eating today,” shared Mirabile. There’s also more focus on mindful living or taking the time to savor both process and consumption.

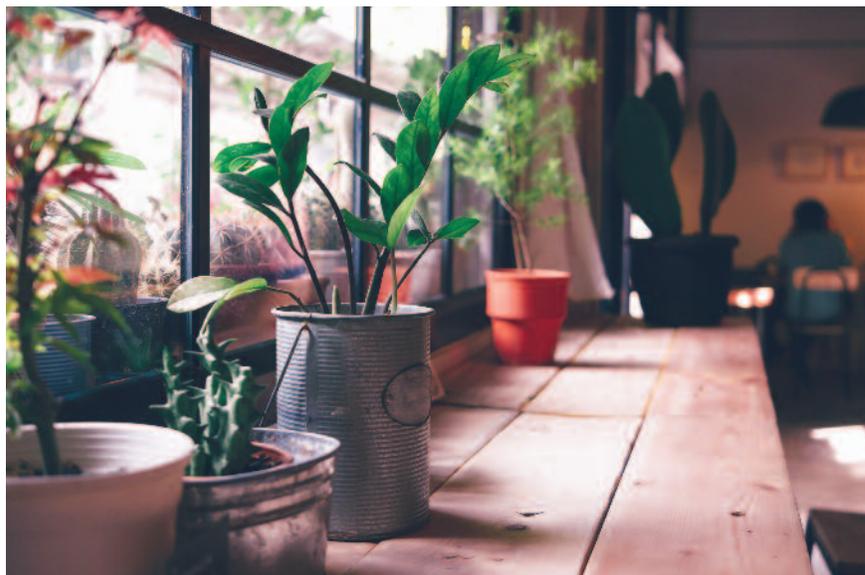


6: Sell Experiences – We all enjoy the thrill of new experiences, and consumers are searching for new trends in baking as it moves from sweet to savory, how to bring restaurant trends into our homes and easy ways to stay healthy in terms of body, mind and

soul. Casual experiences are on the upswing, as the trend in single-bowl meals illustrates.

7: Stay on Trend – “It can be challenging to keep up with the latest trends, but it’s important especially in housewares because it provides the opportunity to meet a new need or also repurpose existing products for a new trend,” he said. Home distilling, bread-making, home butchery, local sourcing, homemade snacks, ancient grains and grilling (year-round and health-driven) were highlighted.

8: Get Social – “I know we tend to think of social media as the domain of Millennials, but older generations are right up there in terms of usage,” Mirabile said. Give people content or experiences they can share on social media, and keep in mind that pictures are just as valuable – sometimes more – as words.



9: Live in the Future – “I think in the past we used to think about innovation as something that trickles down,” said Mirabile. “Now it gushes out.” The future is about convenience and anything that saves consumers time...something no one can buy. This can be as high-tech as a robotic cleaning device or as low-tech as a food prep kit that is delivered to your door.

10: Embrace Change – Whether it’s omni-channel retailing, mobile applications or lifestyle trends, Mirabile’s parting advice was simple: “Embracing change is crucial to success.” ■

A video recording of the program can be found on IHA’s website at www.housewares.org/education/presentations-webinars.

What's Influencing DESIGN AND TECHNOLOGY for the Home in 2017?

by Emily Nicholson, Trend Bible

In this article, we take an extensive look at one of four trends forecast for Spring-Summer 2017. Recently revealed at the International Home + Housewares Show during our Home and Interior Design Trends 2017 presentation, we share *Activate*.

Activate takes influence from the rise of smart technology assisting our everyday routines. This trend highlights how these changes in consumer behavior are filtering through to the design and performance of the home.

With a focus on efficiency, we see a rise in everyday objects becoming intelligent products that seamlessly adjust to the user's lifestyle. As the concept of the smart home becomes more prevalent, there are increasing demands on the home to perform almost like an athlete.

Smart objects discreetly strike a balance between performance

technology and design aesthetic, integrating seamlessly into modern and minimal décor. After a focus on natural materials for several seasons, *Activate* documents an increase in synthetic materials, as they become more desirable once again in the home. Plastic-coated metals and silicone are paired with pale woods and matt ceramics for a softer, more premium finish.

Color

Inspired by sport performance, fitness and well-being, the color palette for this trend offers a refreshing update to pastels within the home. Although influenced by sport, the result is actually a calming palette of cool pastel shades.

Harmonious icy greens and cool petit four blues are balanced with chalky grey neutrals and offset with delicate peachy pinks. This palette provides the basis for a sporty style that finds a place in the home.

What are the Key Design Details of Activate

Segmented Circles

Hiding wires and assisting the workflow of the kitchen, furniture adapts to this seamless approach to living. Circular forms and primary



shapes offer an overall minimal look, while inner segments provide maximum functionality through separate hidden compartments. Prominent in product design, we see pie chart color formations translate into print and pattern; the surface design of circular tableware becomes sliced into quadrants and semi-circles.



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.

Perforated Surfaces

Perforated metals and plastics offer a textured alternative to surface patterned appliances and utensils. By combining two-tone colors, this mesh effect blends well with technology, integrating it in a decorative way.

Diagonal Stripes

Fine lines and stripes change direction, creating decorative diagonal formations for surface design. Patterns vary from color



@Pedrali

blocking and overlapping stripes to fine line placement, which add a subtle touch of color. This translates into product design, with stripes and crosshatching offering a graphic construction to kitchen and dining accessories. Textiles are also influenced by this trend, as fabrics are strong and intricately woven.

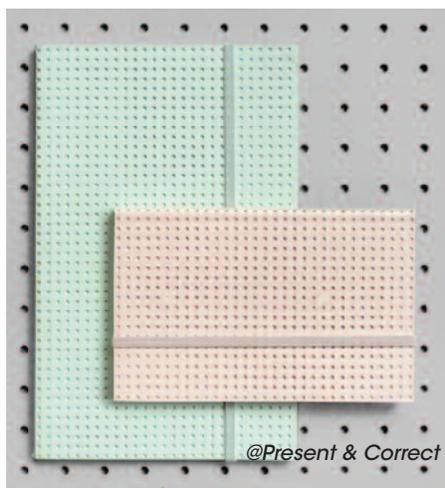
Lozenge Shapes

Semi circle and lozenge shapes make gadgets of the kitchen appear softened with rounded corners and elongated shape. These simplistic forms blend seamlessly into the kitchen, offering an understated look and feel. ■

Our **Home and Interior Design Trends 2017** presentation is now available to stream online. To listen, visit the Innovation Theater page on the International Home + Housewares Show website at www.housewares.org/show/innovation-theater.

Trend Bible has published a comprehensive Trade Show report detailing the key trends spotted at the 2016 International Home + Housewares Show. For more information on how to get your copy, get in touch with our enquiries team: enquiries@trendbible.com or visit our online store at www.trendbible.com/shop/

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.



@Present & Correct



@Leslie David for TH MANUFACTURE



@Studio ROOF

Take a Bite of 2016: *A Savory, Sustainable Palette*

by Michelle Moran

Food-driven consumers are keeping excitement growing for chefs as well as for those who find themselves in a position to continue to educate but now have a decade of food-inspired consumers who are craving not only great recipes but also inspirational ingredients.

"With what's going on in the world, it's very interesting to see that food is trending towards anything Middle Eastern, Israeli and Persian with a touch of North Africa," explains Chef Joanne Weir. "Right now, I'm excited about whole roasted rainbow carrots

(Top) Chef Joanne Weir loves to research the flavors of fresh markets around the globe.

(Right) Pickled peaches topped with an arugula-herb salad and Georgia pecans is a great example of vegetables and pickles taking center stage.



dusted with Aleppo pepper and za'atar, roasted red, yellow and Chioggia beets with preserved lemon and toasted cumin seeds, and whole roasted cauliflower with Persian cucumber and mint cacik."

Spurred on by the success of chefs the likes of Yotam Ottolenghi and Michael Solomonov, these flavor profiles that began to take root in 2008 are finally in full bloom. Solomonov's Zahav is a modern Israeli restaurant in Philadelphia. Zahav showcases the melting-pot cooking of Israel, especially the influences of the Middle East, North Africa, the Mediterranean and Eastern Europe. Since the restaurant's opening in 2008, Solomonov has met with critical acclaim with his meze (small plates) such as the restaurant's insanely popular fried



Local, sustainable and well-treated foods are still central to today's food fervor. Flavor palettes this year continue to gain sophistication, and the demand for well-sourced product continues to grow.

cauliflower; a hummus so ethereal that it put Zahav on the culinary map; and a pink lentil soup with lamb meatballs.

Ottolenghi's restaurants may be in London, but his cookbooks have made a huge impact on the

American food scene. He has written several cookbooks with Sami Tamimi including *of Plenty* and *Jerusalem*, and recently released *Nopi* (October 2015) in collaboration with *Nopi*'s head chef Ramael Scully.

This Mediterranean flavor profile will feed other trends including expanded grains and fresh vegetables. Vegetables will become center plate stars, often kicking meat off the plate. Make room in the pantry for new creations with rye, black rice and spelt—topped

with unexpected ingredients like smoked fish and cheese.

Chef Dick Barrows is seeing and using many of these products as well. Barrows and his wife, Sue, own/operate Kitchen in Chapel Hill, N.C. Staple ingredients in their kitchen include such things as roasted cauliflower, chili oil, lamb belly, lamb bacon, whole fish and barley or other grain "Risotto" beautifully treated with a Mediterranean that's a bit French in style.

These Mediterranean trends will help grow the consumer's spice

rack as well—turmeric, suma, dukka, harissa and piri piri peppers (African birds-eye chile) are just some of the varieties growing this category in the kitchen.

New products and trends at the 2016

Winter Fancy Food Show support Weir's impressions. Israeli company Sobhi Nakhly launched Fire Grain, a new brand of Freekeh products, at the show.

Freekeh is widely used in Northern Africa and the Middle East, and has recently made its way into Western food culture. Freekeh is high in fiber and iron, and is a good source of niacin, vitamin B6 and magnesium. Several years back, the grain was touted as one of the new hot superfoods, but it may have been a bit premature. Now, Fire Grain is



(Top left) Preserved vegetables, potted meats, and house-cured specialties are tops on menus across the country.

(Top right) Fire Grain take a new approach to the Middle Eastern staple Freekeh giving it an American flavor profile.

(Left) Local is key in 2016. Chefs will continue to go further with this trend foraging for products such as these local foraged chanterelles prepared by Georgia-based chef Danny Mellman.



Take a Bite of 2016 *continued*

working hard to makeover Freekeh into a more, easy-to-use and palatable side-dish or main course.

Local, Local, Local

Weir, whose roots have always been firmly planted in local product and ingredients, is excited by the continued consumer interest in artisan products from nut butters and smoked foods to cold-pressed juices, single-sourced milk and yogurt.

Consumers continue to focus on the farmer's market—searching out the best in well-raised products from meats to vegetables to eggs. It's no longer a question of white or brown, medium or large. Consumers want to know more about the hen and how it was raised.

Locally raised meats and artisan-crafted sausages, bacon, pates and cure meats are also still in vogue and gaining in popularity. Not only are consumers eating up these products in restaurants, they're looking to recreate them at home, and the popularity of home-smoked foods is something to watch.

Pickled everything is another growth category. While pickles have been gaining popularity for more than a decade, trends this year indicate nothing is safe from being pickled.

Latin influences continue to add spice and color to the food scene,

but are now joined by some Pacific influences. Mexican fare continues to mature—think handmade tortillas flavored with ash, roasted peppers, innovative tacos, classic Mexican sweets and mole-smothered meats. Hawaiian influences the likes of Poke—hunks

Consumers continue to focus on the farmer's market—searching out the best in well-raised products from meats to vegetables to eggs.

of fresh fish tossed in soy sauce, limu seaweed and scallions—will continue to appeal to our palette, but a marriage of these cuisines will bring even more to the table.



(Far left) Pickles are a trend from restaurants to home cooks.

(Left) Consumers are taking flight with cocktails like this American classic Aviation.

Taking a myriad of food trends into account, you may find yourself biting into a taco with handmade tortillas stuffed with shrimp poke crafted with coconut and lime, macadamia nuts and pickled jalapeños or snacking on a dish of cold noodle salad made with purple potato and brown rice ramen in a tamarind broth with fresh local veggies.

Raising A Glass

Today's consumers are grabbing hold of new and old beverage categories with gusto. Elixirs and Mixers and Shrubs continue to build. The Nielsen Company reported in January that the alcoholic beverage category continues to grow despite some ups and downs. Heavily dependent on shifting consumer tastes, as well as product innovation, it can also be a very fast-changing

category—what's in one day, can be what's out the next—and it's critical for those across the industry to stay informed of recent trends and changing preferences.

Flavor profiles lead the way in this category. For example, Nielsen tracked only two pumpkin-flavored beers on the U.S. market in 1995. Today, they track more than 80, and that's just one, comparatively tame well-traveled flavor. Flavors like cinnamon, peach and honey have exploded into the spirits category. And to top that, all apple-flavored beers, flavored malt beverages and spirits account for a staggering \$350 million of annual sales. And apple has branched out beyond beer. Today, hard cider is the big craze.

One thing worth noting about flavors is their lifespan. In looking at trends over the past few years, flavors can have a very short life

cycle if consumers don't drink up. And the risk associated with an ill-flavored or ill-timed

offering has suppliers seriously pondering their creative options. Consumers can get their flavor fix in other ways from great new beverage introductions to the continued growth of the Shrub category. Shrubs are flavorful bases for cocktails or non-alcoholic drinks and are becoming increasingly popular in bars and restaurants. Similar to cordials, they are usually made from vinegar, fruit and sugar. A drinking vinegar, such as apple cider vinegar, is used to preserve fresh fruit juice and add sharpness, and then sugar is added to improve the flavor. Alternatively, the fruit is preserved in sugar, and vinegar is added to cut through the sweetness. Consumers are discovering these shrubs in restaurants, buying them premade in stores and learning to make them at home.

Flavors like these are also quenching consumers' thirsts for non-alcoholic beverages. Vinegar-based drinks are gaining popularity as well as new twists on old favorites such as Jones Soda Company's introduction of Lemoncocco, flavored with the extracts of Sicilian lemons and a splash of coconut cream. ■



Lemoncocco is a refreshing take on lemonade pairing it with the ongoing coconut water trend.

Inspiring the Industry – *Leatrice Eiseman*

by Michelle Hespe

For anyone involved in retail or a creative industry, or simply anyone with a love of color, Pantone and Leatrice (Lee) Eiseman need no introduction. The author of nine books on color, a color consultant to industry and a regular speaker around the globe at retail trade shows, as well as the originator of color training programs held twice a year, Eiseman has been inspiring others with color for more than three decades. Every year, when the Pantone Color of the Year is released alongside its range of complementary subsets, Eiseman begins a fresh journey guided by colors and inspiration gleaned from her life, surrounds, experience and travels.

“Our goal is always to inspire people by starting a conversation about color,” she explains. “That is our ultimate goal in creating the Pantone Color of the Year—to get people talking about color and opening themselves to using color in more thoughtful, interesting ways. From a pragmatic business standpoint, once you get people to pay more attention to color, this will ultimately lead to greater attention in the marketplace. Inevitably, especially for retailers, this will lead to more sales.

“It’s astounding to us to see some of the applications we might not have expected when the color of the year is released. It is certainly expected in beauty, fashion and many aspects of the home, but we also see applications in everything from high-tech products to small appliances,” she explains. “And to see the colors in



the more mundane products such as a steering wheel cover is always such fun! The housewares industry always makes great use of the color of the year, ranging from beautiful high-end glassware, tabletop and ceramics to plastics and a multitude of other fabrications.”

On a personal level, Eiseman admits that she is quite open-minded when it comes to inspiration, and that’s no surprise, considering how the industries she works in and with are in continual stages of rapid change, and that she is often travelling. One week she might be in

**Michelle Hespe speaks to
Leatrice Eiseman, Executive
Director of the Pantone Color
Institute, about inspiration
and the love of her life: color.**

Korea delivering a color trend seminar and the next in New York City discussing brand image or the psychology of color, or in London for a color forecasting presentation/ meeting.

“When you are truly immersed in a region, the surrounding colors can’t help but influence your color choices as well as your reaction to colors,” she says. “You take something with you when you

leave a place—a heightened awareness and appreciation of the surrounding colors. And in that sense, I am fortunate to travel to many international regions in a given year—to visit trade shows, museums and/or clients, do presentations and most of all, engage people, both professionals and consumers, in conversations about my favorite subject—color.”

Places, people, films, books and all manner of things inspire and guide Eiseman in her work

and life, but it’s also eras and the colors associated with them that fascinate her. In fact, her two latest books engaged color at various periods in time, and she finds vastly different inspirations from each decade. “The 1920s were so engaging in terms of color, as well as style, as both were such a big

“Our ultimate goal in creating the Pantone Color of the Year is to get people talking about color and opening themselves to using color in more thoughtful, interesting ways.”



part of the changing social structure,” she explains, the intense passion for the subject always permeating her words. “The 60s were also a time of great social change and experimental use of color.”

Eiseman says that all colors can make her happy—“depending how and where they are used and what they are combined with,” she says. “However the purple family, particularly to the red side, are especially appealing to me from a creative and psychological standpoint. And I really resonate with a mix of purples and greens.

Inspiring the Industry – Leatrice Eiseman *continued*

Always bearing in mind that as a professional color consultant, I have to be open to many possibilities—whatever works best for the client’s needs and aspirations.”

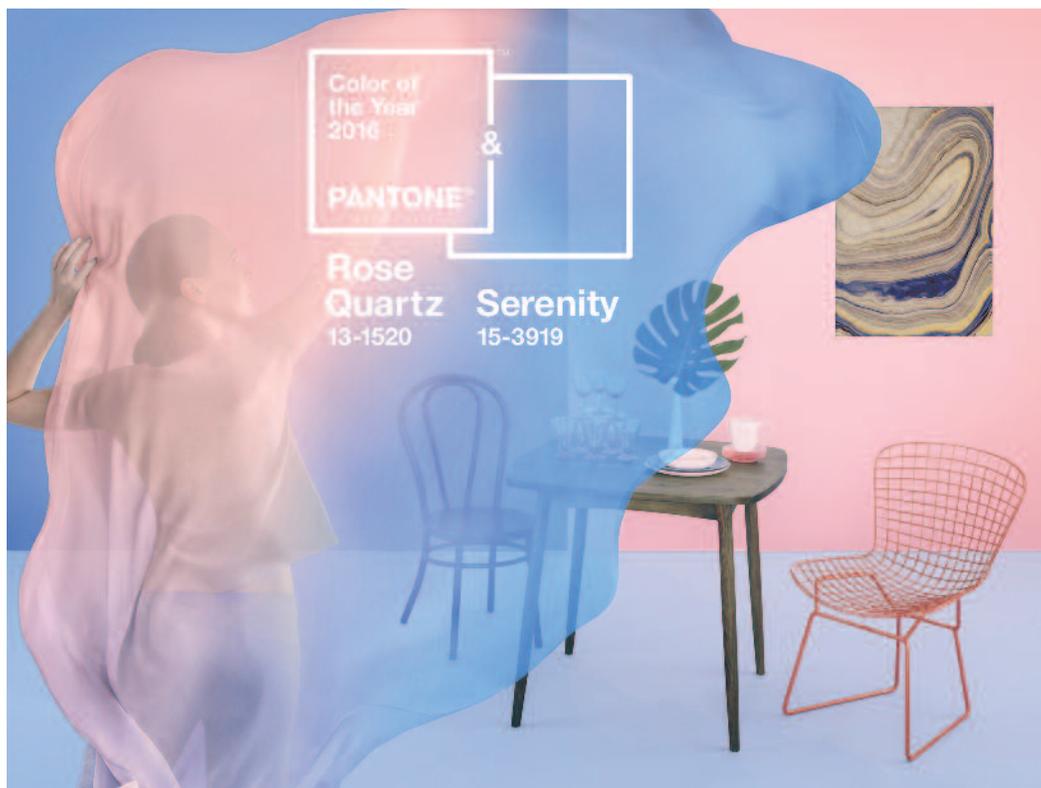
Dedicating one’s life to a particular subject, such as color, begs the questions: Can you run out of fresh inspiration? Has everything to say about color been said? Eiseman laughs at these questions and smiles, shaking her head with conviction.

“I have never run out of inspiration, but then there are days when my energy needs a push, and for me, that means I need to commune with the outdoors,” she says. “I’m lucky to live in the northwest area of the U.S. where spring and summer

are bursting with floral colors, autumn is ablaze with various hues and in winter there are the varying tones of foliage. There is an incredible light in the area too, and all of this combined provides such great inspiration.”

There are many things that make a big difference in people’s lives, their moods and outlook such as music, scent, taste and touch. But color is undoubtedly one of the more powerful tools for influencing a person’s perception of product, environment or brand. It can literally change the way they see something and affect the decision of whether they want that product in their lives or not. Thus it will always be one of the most powerful tools that a retailer can utilize.

“I could write a book about how color makes a difference to people’s lives—in fact I’ve written nine of them!” Eiseman says with a laugh. “However in a nutshell, color gets the creative juices going. The use of color allows you to express yourself as an individual, whether it is in your clothing or in your home or garden. From a business standpoint, it is the major area for garnering attention from a would-be consumer, client or customer. Consumers are very savvy today. However, by using colors in retail, whether it be in product, signage or other surroundings/display, or in combination with other colors, it shows that you are cutting-edge and know the newest trend directions.” ■



To learn more about Lee Eiseman and to see her color blog, visit www.leeatriceeiseman.com.

To learn more about Pantone, visit www.pantone.com.

Setting up for Success with Social Media

by Michelle Hespe

When Melissa Maker looked critically at her Toronto-based cleaning business in 2006, she knew that with the internet cementing itself in people's daily lives and with YouTube being recognized as more than just a platform for musicians, she could leverage what was happening in this brave new world of technology to increase her brand visibility and ultimately, her success.

Ten years later, in 2016, it's not just YouTube and Facebook that are such dominant forces in most of our lives. There's a plethora of social media platforms that we can use not only to stay connected socially, but also to enhance and expand our professional lives and our businesses. There's Instagram, Pinterest, Twitter, Periscope, SnapChat and more apps and programs being released every day.

Maker completely understands that if you are not under 30 and thus not a digital native, then the social media scene will most likely be daunting and possibly even be downright scary. But she also knows through experience that if you are going to survive in today's business world, then you need to

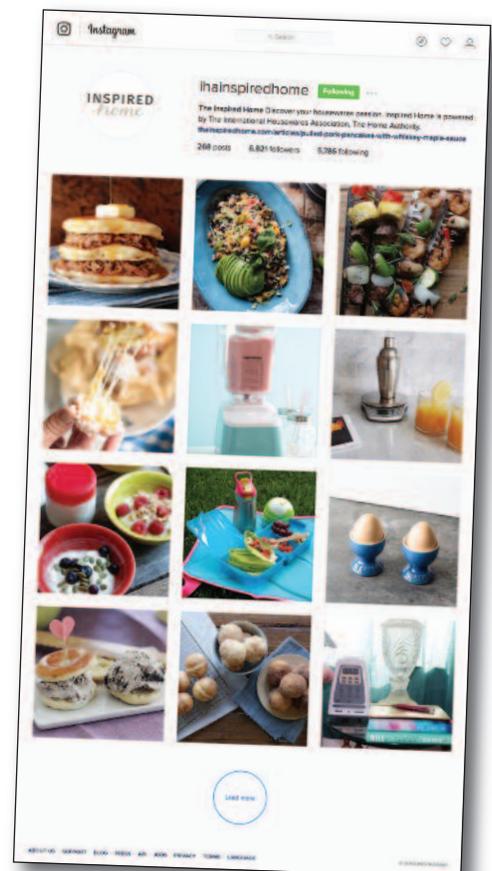
ensure that your business is being promoted in all the right ways, and that includes being on social media. Note that you don't have to do it all yourself—but as a business owner and/or leader, you need to make it happen.



Maker's favorite social media platform at the moment is Instagram. "We all love beautiful visuals, and Instagram really makes you think about how you frame and convey products to a potential consumer," she says. "It's all about beautiful pictures, and you can also interact with an entire community – it's a microcosm

Melissa Maker is the host of the Clean My Space YouTube channel, Editor at Large of CleanMySpace.com and founder of Clean My Space, a well-known Toronto-based cleaning service. She's also a savvy social media queen who can teach retailers and brands a lot about how to utilize social media in business.

of fabulousness. Just like stores present their products—how a retailer sets up a group of products—it's the same thing, translated into the scheme of social media. It's all about: how do you, as a retailer, get the bricks



Setting up for Success with Social Media *continued*

and mortar experience across to a customer, online, and more specifically now with everyone using these apps on their smartphones, into their actual palm?"

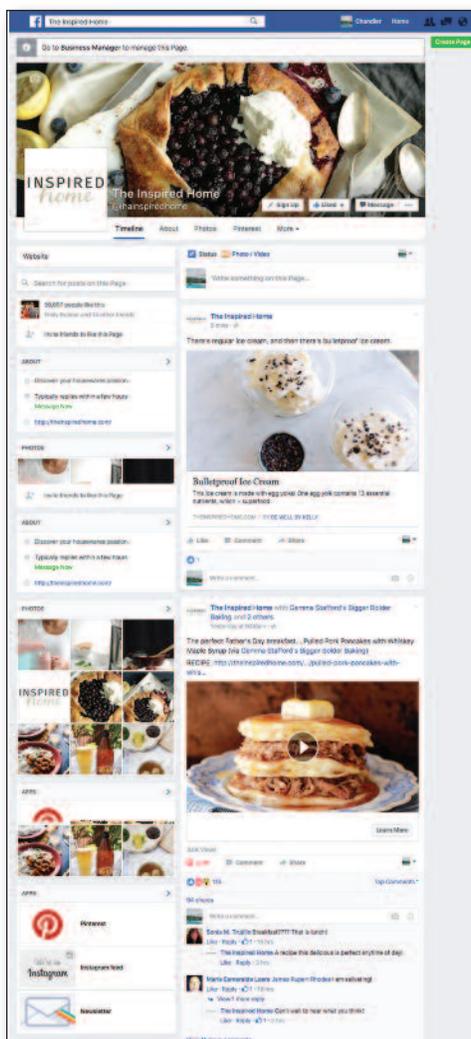
She is really excited about Snapchat as well. "I've seen some really clever ways that businesses are using Snapchat already," she enthuses. "For example, a business might do a Q&A on Snapchat and that's a wonderful way for a brand to interact with its followers or fans. The fans ask questions and the company answers them. Then those Snapchats are gone within 24 hours. They are not trying to bamboozle people with their brand - they are just giving it a voice on social media.

"And it becomes a very personal message," she adds. "There might be people Snapchatting photos of someone using a blender for instance, and then that's shared and it encourages others to share photos of themselves with their favorite kitchen utensils. And then a brand might say, the first person to send us an email wins a particular prize. All of these things get people interacting with the products and with the brands. It creates excitement and loyalty."

Maker believes wholeheartedly that the first step a retailer who wants to get into social media should take is

to find out where their demographic is. Where they are interacting on social media?

"It's easy to get this information now," she explains. "You can find out



where the mothers are online, where the grandparents are, where the pet lovers and foodies are. Then you need to choose a platform and really nail it. Get really close to it and involved daily with it. But always remember that if you're creating content for one platform, it

doesn't necessarily mean that the content is going to translate well on another platform. You have to understand the appropriate type of content for each platform, and that means working out what type of tone you need, what kind of photos, hashtags and everything else. It's a learning curve, but it can be a fun one."

If this all sounds daunting, don't worry, because Maker's biggest piece of advice to any business owner when it comes to social media is to hire a young person in their 20s who lives social media and have them create a social media strategy for you.

"I've done that myself, to help my business," she says. "We decided that we needed to be nailing it, 10 times better than we are now, so we hired a woman in her early 20s and she's killing it. It's about hiring the right person to do these things for you. They'll create an entire social media plan, and some of the stuff they come up with, you never would have thought of in a million years."

Maker stresses again that you need to do thorough research before embarking on a social media quest. "You need to know everything about your audience—you need the rich analytics. You need to know their age, their habits, what phones or tablets they use, what books they read and everything that they like. All of this kind of information can be accessed these days if your customers are online," she explains.



"We studied this to begin with and we realized very quickly that even though we started out on YouTube, our main audience, between 25 and 65, was also on Facebook and Instagram. We have a Twitter account, but we don't use it as much because our audience is not really there either. At first I resisted, because I, like everyone else, didn't want to learn another platform, but when we found that our audience was elsewhere, we literally had to re-learn social media.

Things move fast and you have to keep up. Now, every time a new social platform comes out, the first thing we do is register an account with our business name on it. You need to do that, as you'll never know which platform will become the next big thing and you need to secure your business identity."

Maker also cannot stress enough the importance of listening to your audience, at all times. If you set up a platform, you need to be active on it and to speak to and answer your customers just as you would in a brick and mortar store.

"You have to be responsive. You have to be really careful of what you do and what you say online so that you don't upset your audience. You need to keep them happy. So always be very careful, and honor your audience, just as you would do to your loyal customers in your physical store. You need to build up that same kind of rapport with your audience that you do with physical customers, as that's the thing that keeps them coming back. It's exactly the same – online and in-store."

Maker believes that the social media phenomenon has broken new ground for retailers and that it's something all business owners should celebrate. "For the longest time, many brands with a brick and mortar presence have not had a real voice," she says. "The only connection they could make with their customers (if they didn't have the money for TV or radio advertisements) was conversation when they were in the actual store. Sure, they've had email and brochures they can send out, but that often lacks a real voice."

Maker uses a boutique down the road from her as a great example. "I follow this little boutique on Instagram and Facebook. Not only do I know it's a nice, stylish store in its physical presence, but the owner is cute, the store is cute and she always posts great photos of the new outfits when they come in and it gets her followers excited. She's doing a great job of personalizing her brand. People relate to people—it's very obvious that it's easier to relate to a person than to a product. That's how the world has always

been. It might feel odd or scary at first putting yourself out there on social media for all the world to see, but you need to."

So where to from now, you might ask? Well, if we are taking advice from Maker, she is utterly sure that social media is here to stay. "I cannot imagine we'd create all of these connections online and that it wouldn't keep evolving," she says. "Social media is here to stay, and it will definitely keep evolving. We are now all connected."

If you don't want to be left out, Maker's advice is like the advice of many CEOs during any era: hire the right people for the right job and you will succeed as a business. "Remember that you cannot always be the smartest person in the room. Hire someone who is an expert in their field, bring them in and let them rock and roll. If you are out of this sphere and don't understand it, don't worry. Talk to people you know and find someone who can do your social media for you. You won't look back, and it will take you forward." ■

For more information on Melissa and Clean My Space, visit www.cleanmyspace.com.





INSPIRED *Home*

DRIVING CONSUMERS TO ACT

POWERED BY IHA

The Inspired Home, IHA's consumer-focused digital platform, offers expert resources and engaging content to motivate, educate and inspire... ultimately driving housewares sales!



Coloring Carefully

by Michelle Hespe

Henrik Peter Reisby Nielsen on using color on websites

Henrik is the CEO and Founder of CleverBinder, a productivity service that connects retailers and their customers via truly innovative software solutions. He also owns ReisbyConsult, a consulting company for retailers on innovation and new technology.

"It takes a lot of effort, knowledge and careful planning to provide a rich shopping experience online," Henrik says. "When looking at online store designs today, simple is better. More and more retailers are turning their backs on the maximalist paradigm that taught us to display as much content as

possible on each screen, causing a cluttered interface with difficult navigation. If you add random use of multiple color palettes to this old way of doing things, then you're not far from making a big mistake."

Henrik believes that another common mistake retailers make is neglecting the fact that more and more customers use their mobile devices to shop today. "Mobile shopping is becoming increasingly popular, and it will only become more dominant over the coming years," he explains. "And because smaller screens require a minimalist approach to design and use of colors in order to ensure a successful shopping experience, you have to adapt."

The IHA Global Innovation Awards (*gia*) were created with the objective of fostering innovation and excellence in housewares retailing throughout the world. Here, three of *gia*'s expert jurors - who are all international experts in retail in their own sectors - advise retailers on how you make the most of color.

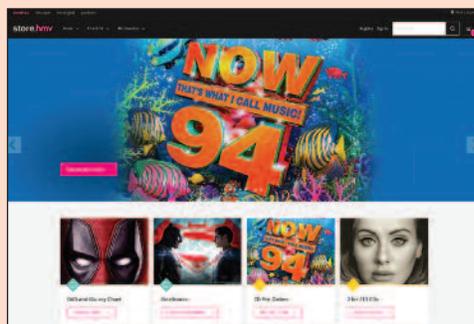
In fact, Henrik believes that if you fail to adopt this minimalist approach, you'll have customers running out the virtual door of your online store.

Branding is something that Henrik works with every day, and he believes that color is the visual component people remember the most about a brand.

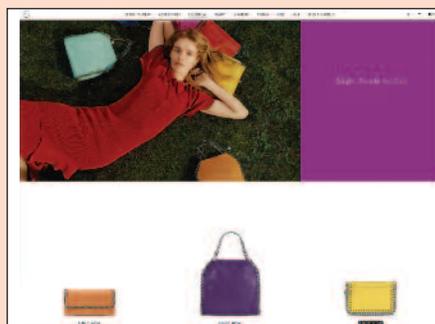
"Many of the most recognizable brands in the world rely on color as a key factor in their instant recognition," he says. "So reflecting your brand's color in your web design is a wise decision, but this doesn't mean that retailers should feel constrained to using only the company's color."

Henrik's top 3 websites for some color inspiration:

hmv.com



stellamccartney.com



helbak.com



Coloring Carefully *continued*

Henrik's advice is to use colors as an organizational tool for navigation. After all, the main aim online is to have customers quickly navigating your website and easily finding the products for which they are looking. "Use colors to emphasize particular elements in the web design," he says. "For navigational purposes, colors can help establish the information hierarchy on a website and lead the customer by the hand to the checkout."

Again, the message is clear: color carefully.

"Covering a website in lots of colors will not do the trick," Henrik warns. "This will result in chaotic and disturbing screens. Instead, use subtle, monochromatic schemes to create a both visually appealing and calm expression. Pick a suitable base color, like the brand color, and start playing with different hues and saturations."

Often it's as simple as thinking about what works in a brick and mortar store and then applying

the same principles to your online presence. "The most stylish and creative 'window displays' (aka your home page) will get a potential customer's attention and make them interested in what you are selling," Henrik says.

"A clean, organized store design (aka your website) will help push products. Use images and colors to display the individual product and its context. Make sure to invest time and resources in professional product shots and organize them in color groups. This will make it easier to run campaigns based on seasonal color themes or cross-reference related products according to color. Providing the customer with the option to search for products by color is also a great way to improve sales."

It's also important to keep up with current trends in the market place—you need your store to reflect what is going on in society and online if you want to be popular.

"One of the biggest web design trends of 2016 is the use of vibrant

colors," says Henrik. "This goes for the retail industry in general, as well. Today we are seeing more bright colors being implemented in e-commerce, an industry historically predominated by black-and-white. The appeal of the vibrant color trend is that it can be applied in many different ways and to different elements and product lines. One of the main reasons for this shift is the general availability of high definition displays—more pixels per inch allow for a much more distinct color palette."

So what does this mean for retailers? "Customers are now accustomed to seeing and navigating upon colorful, digital platforms, and they expect to be met with visually appealing interfaces when they enter a website," says Henrik.

In other words, a great website with great use of color can help retailers convert someone browsing, into someone buying. ■

Wolfgang Gruschwitz, on using color in creating retail spaces

With expertise in retail architecture and design, Wolfgang Gruschwitz leads his own company, Gruschwitz GmbH, an international office for design and architectural services.

Having spent decades working in retail architecture and design, Wolfgang spends a lot of time

assessing how color affects customers and helping retailers clear the way for a path to purchase.

"In retail, everything is based upon attraction, and that means it's also about the story behind the logo or brand," he says. "If your company has a worthy, special, strong brand—keep your use of color pure and simple, rather than loud, eye-catching and garish. Consider colors such as dark blue, red and



grey, black or totally bright white or a mixture of black and white.

Compare it to life situations: for instance what did you wear for a candle-lit dinner or a visit in the Vienna Opera Ball? Keep it classy.”

On the other hand, Wolfgang says, if your brand is crazy, fancy and fashionable, brimming with lots of ideas and all about stimulating adventure, then your color code can be totally different. “Think neon and bright colors,” he says. “Think about light and movement. Again, look at life. In the EXPO Milan 2015 for instance, the COOP store (an Italian food store) had a live color facade built with 3D prints and moving color being

continually injected into it. It absolutely captured their brand.”

Wolfgang believes that if your company is more in step with the mass market, then your color code has to be dominant, and this means using colors like red or yellow. “If your goods are cheap, you need cheap colors like yellow, orange and bright red. If you are on more of a middle-class level then think about full red, warm grey and muted versions of yellow,” he says.

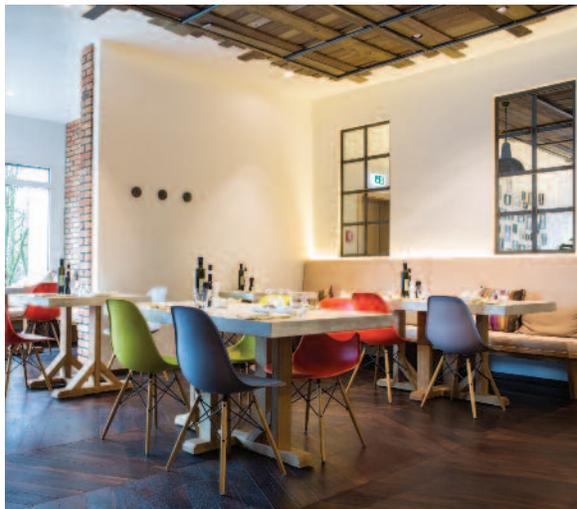
After decades spent helping clients to choose and use color in retail, Wolfgang believes that colors have a similar influence on human beings as fragrance does.

“Colors can stimulate you and calm you down,” he says. “They can activate and relax you, they can make you faster and they can slow you down. So color codes are very important in the retail design industry. Always be aware that if you use colors, you are always offering a statement or your opinion—your pricing, attitude and so much else. By using color, you are sending messages out into the world. For example, violet is more for



funerals, pink is more for girls. The effects created by color are not only limited to the human brain, as animals can also be affected by colors. For instance, bees head to yellows and oranges – black flies like red and bright colors.”

Just as Henrik warns to always be careful with color on websites, Wolfgang has the same advice when it comes to choosing colors for your brick and mortar store—those choices can make or break your business. ■



Wolfgang's top 3 tips for using color in creating retail spaces:

1. Look for expressions in colors that convey your company's characteristics.
2. Colors should only be used in designated areas and in merchandising/ fascination points.
3. Do you have a brand color? If you do, then use it.

Coloring Carefully *continued*

Martin M. Pegler, on using color in window displays

A leading expert in his field for over 60 years, Martin M. Pegler has been a professor for 30 years at the Fashion Institute of Technology in New York in the Display & Exhibit Design Department.

“When emphasizing a color in a window display be sure you use a strong color or color scheme, and do not detract from that featured color by adding any other colors,” he advises. “You can show a variety of products as long as you keep that color dominant and strong. Use lighting that will enhance the color and a background that helps make the color story easy to ‘read’. When you change your display, change your color story as well. If red was featured maybe switch to black and white for the next promotion—or green or blue. Make sure that the color change is obvious and quickly registers with the passers-by.”

This, he knows, signals change and the new products available in your store.

“When featuring a color in your up-front display area—(window or interior feature space)—make sure you keep the same color dominant in the area where the products are lined up for inspection or handling. You could do a secondary display set-up—similar but smaller than your up-front display—on a table in front of the stocked area. Spotlight that display so that the shopper will

be drawn to the area, thus leading them from the primary introduction to the colored product to the space where that product is actually stocked and available.”

In retail, special events or seasonal celebrations, such as Mother’s Day, Christmas or Easter, always have to be considered carefully in terms of being represented by color, and it can be hard deciding whether to stick with the pack or branch out on your own and make your own bold statements.

“Whether or not to use traditionally applied colors to celebrate holidays or events in your displays depends upon your store, brand identity and your clientele,” says Martin. “If your brand is super sophisticated, elegant and chic, then I think your customers would expect something different; not red and green for Christmas or the usual

line-up of pastels for Easter. If you are trying to up-scale your store’s look, you might choose all white with some gold or silver against a midnight blue backdrop for Christmas displays. Or go for a sharp yellowish green complemented with gold or hot pink and white for Easter, and this will still be a bit traditional. After all, your clients will know which holiday is coming up and with all the red and green everybody else is screaming, you might want to play your own color game and stand out!” ■

Martin’s top 3 tips when using color in window displays:

1. Be brave – dare to be different.
2. Follow through with the color used in window displays in your store.
3. Have fun and spread the pleasure!





MAKE A **SMart** MOVE

High-design and intelligent innovation are on display with 2,100 exhibitors from 6 continents. The Show features 5 unique expos representing all housewares categories and world-class education and benchmarking opportunities.

march 18-21, chicago

To Register, visit: www.housewares.org

international
**home +
housewares
show** | 2017

I: N
INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

