

home + housewares inspiration

ISSUE

17.1



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Interiors 2018

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Create and
Captivate on
Social Media

Letter from the Editors

Industry of Emotions

In the home and housewares industry, “business” and “emotion” are not strangers. “We love this business,” says Richard Joseph of Joseph Joseph, in an interview for this magazine. “Happiness is coming up with a new idea, taking a risk in development and then having a customer love the end product.”

For retailers, there is inspiration with new products and creative displays – the sense of discovery and then the excitement of introducing something new to customers.

And, the most important of all, the key to success in our business: the creation of experiences and emotions in order to make our products and retail stores, whether brick-and-mortar or online, attractive and engaging to consumers.

During the 2017 *International Home + Housewares Show*, the emotional highlight was once again the IHA Global Innovation Awards (*gia*) dinner, where product suppliers and retailers from around the world were honored and awarded for their innovation and excellence. There

was the joy and excitement – and well-deserved pride that you could see and feel. You can learn more about this year’s *gia* award-winning products and retailers in the pages of this magazine.

At the Show, thousands of new products are introduced, many from product suppliers and brands that are not yet household names or available in foreign markets. This is highlighted in the comments we receive from international retailers and buyers visiting the Show – *inspiring, innovative, exciting* being the key words repeated. Again, emotion.

Emotion is the key theme also for this issue of the *Home + Housewares Inspiration*. Martin M. Pegler and Terri Winter embrace emotion in their columns – and of course, home and housewares color and design trends are all

about emotion. There are two articles featuring the *gia* Expert judge Wolfgang Gruschwitz on emotive retailing, as well as articles providing insight and advice on creating and managing emotions in online and social media communications.

We wish you inspiring moments with this “emotions” issue of *Home + Housewares Inspiration*! For additional inspiration, be sure to check the *gia* blog: blog.housewares.org/category/show/gia-retail-awards and IHA’s consumer website: www.TheInspiredHome.com – happy emotions guaranteed! ■



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INTERNATIONAL HOUSEWARES ASSOCIATION ©

the home authority

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Contributing Editor

Michelle Hesper is a publisher and editor with 21 years experience in the publishing industry, across Australia, the US, Europe and Asia. Michelle has a solid grounding in news and journalism, has written a book on industrial design, and has a passion for creating moving content across all media platforms. She is a regular travel presenter on Sky TV and is working on her first novel while managing a suite of print and digital magazines in Australia.

Michelle Hesper

Put A Smile in your Display

by Martin M. Pegler

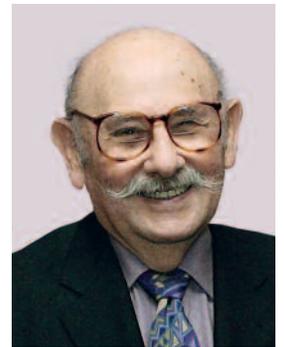
Martin M. Pegler is an author, editor, educator and lecturer, and has been a professor at the Fashion Institute of Technology in NY for over 30 years. He has worked with the IHA Global Innovation Awards (*gia*) from the beginning of the *gia* program in 2000, as an Expert Juror, and since 2016 as an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

What is a smile? Is it the enigmatic look on the face of the Mona Lisa that is called the Da Vinci smile? OR, is it that sudden expression of relief or pleasure or satisfaction that turns a dark, frowning visage into a sunny, glowing face that exudes a sense of hope?? There have been hundreds of songs written about SMILES, from the sad but lovely one by Charlie Chaplin, "when your heart is breaking," to the ones that saw us through World War 1, "let a smile be your umbrella," or "pack up your troubles in your old kit bag and SMILE, SMILE, SMILE." After that

bloody war we were encouraged with "SMILE will go a long, long way." With the big depression after the crash of 1929, we were implored to "SMILE, Darn Ya, SMILE" and then to "put on a happy face", a decade or two after WWII. SO, why are musicians, artists and especially retailers all concerned about the shoppers facial expression upon entering a shop? What has a SMILE to do with making a sale? EVERYTHING!!

Imagine it is a dreary, gray Monday morning and all the wonders, warmth and sunshine of the past glorious Sunday are now

memories. You are in your shop waiting for a "live one" to enter. The off weather has affected you, your bones ache, your feet feel bulbous, and you would like nothing more than to get back into your bed and pull the blanket over your head and block out the Monday Blahs. To break this unhappy reverie, your front door opens and a shopper enters. The shopper is SMILING. Something has just happened to



amuse her—tickle her fancy—brighten her day, and now she brings that sunshine and smiling happiness as a greeting to you. You respond. No more achy bones or swollen feet, no more thoughts of bed and comforting blanket, no more gray skies and stormy weather. You respond with a bright SMILE. One smile deserves another and suddenly “everything is coming up roses and lollypops and sunshine” for everyone. What made the shopper SMILE just before entering?

Was it the charming vignette that showed the featured products “humanized” with copy balloons floating over them with clever copy? Was it the juxtaposing of the newest with the oldest or the placement of an “antique” amidst digital wonders? Maybe just a simple and deliberate misspelling of a word that caused the smile—or any small gesture that turned things awry or upside down and thus got her attention or piqued her interest—and then in recognition that she was being ‘played’ made her smile.

The lesson to be learned is that your front windows are more than storage spaces to show off new and featured products, they’re also message centers. It is here—with your displays—that you announce who you are—who you are hoping to sell to and what sort of things you think they would like to have. It is here that you show, by example, your taste level,

your attitude toward your clientele and what your brand stands for. Some storekeepers keep a running conversation with their clientele through message cards that appear in their up-front windows as well as on the shelves and tabletops inside the store. If anything—keep your “message” light, bright, sunny and brief—like the funny, hand-made “memos” left throughout the Lords store in London or those scripted by the



owners of K’OOK! in the Netherlands! BUT, always light, succinct and with a SMILE!

Put a SMILE into your presentation—one that may become infectious and come back to cheer you up as well. Surprise them—maybe even shock them! Be unique and occasionally unusual. Who says you can’t smile and hum a happy tune at the same time? Use

musical notes to keep in touch with your shoppers. Suggest the values you are offering through the captions that are song titles. Make “September Song” a joyous fall presentation; “Easter Parade” the display of pretty pastels or bunny and egg inspired products; “In the Good Old Summertime” a showcase for picnic or outdoor living products; “White Christmas” for an all white product presentation. I think you get the idea, and I am sure that whatever your country or language or music is—you can do it!

Put an end to Monday Blahs that can extend throughout the week and dull and gray windows that serve only as mirrors to show off glum expressions. There are so many different and wonderful and inexpensive and adaptable forms of lighting to use in your windows that will bathe them in eternal sunshine to start with that almost anything you do—except overload the window with merchandise—will start the SMILE process. So think fun—think bright and happy thoughts—think of what you feel and how you feel and how you want your shoppers to feel—and go for it. Remember this one— “When You’re SMILING, The Whole World SMILES With You.” And they SHOP where they are happy. ■



gia global innovation awards

honoring housewares
retail excellence



Watch a quick *gia* video at www.youtube.com/watch?v=nsfWtqa6yJc

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 over 370 *gia* retail award winners, from 45 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. For more information on the IHA Global Innovation Award program and to find short introductions and images of all 28 *gia* winners of 2016-2017, visit www.housewares.org/show/gia-retail

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

2016-2017 national *gia* winners:

COUNTRY	STORE NAME
Argentina	Jumbo
Australia	LUC. Design
Brazil	Doural Home & Design
Canada	The Gourmet Warehouse
China	Tayohya Corporation
Colombia	FÜN FÁBRICAS UNIDAS
Denmark	Skagerak Denmark
Eastern Europe	Potten & Pannen – Staněk, Czech Republic
France	Culinarion
Germany	One Kitchen
Greece	Parousiasi
India	The Home Sukh, Ishanya
Ireland	Stakelums
Italy	Stile Event-Store
Japan	The Loft Co., Ltd
Middle East	Homes R US, United Arab Emirates
Netherlands	Kooklust 121
New Zealand	Green with Envy
Philippines	Rustan's Department Store
Poland	Dajar
Portugal	KROST
Russia	Boutique Meissen
Spain	Culinarium
Turkey	Bernardo
UK	Borough Kitchen
Uruguay	Amo Cocinar
USA	Toque Blanche
USA – Internet/ Catalogue	Amazon.com

Introducing: the gia Stars of 2016-2017

by Michelle Hespe

At the 2017 IHA Global Innovation Awards (*gia*), 28 outstanding home and housewares retailers nominated from 27 countries competed to be recognized as one of the top retailers in the world. This year, the five outstanding stores declared *gia* Global Honorees were *Potten & Pannen – Staněk* from the Czech Republic, *Loff* from Japan, *Green with Envy* from New Zealand, *Rustan's*

from the Philippines and *Borough Kitchen* from the United Kingdom.

The Martin M. Pegler Award for Excellence in Visual Merchandising was presented to *LUC. Design* from Australia, and *Amazon.com* of the USA won the *gia* Digital Commerce Award for Excellence in Online Retailing. ■

Meet the five Global Honorees.

Czech Republic

Potten & Pannen – Staněk opened its doors 25 years ago in the beautiful city of Prague. Back then, the co-founders had no idea that it would soon become synonymous with the

best quality service and kitchenware inspiration in the region.

potten & pannen staněk

Customers flock to the Potten &

Pannen – Staněk KitchenAid Concept Store & Gourmet Academy for a range of exciting culinary classes catering to all levels and

interests, presentations and lessons by famous chefs, the sharing of recipes and cooking tips, and of course, products for their kitchens. This unique retail store (it's the only KitchenAid concept store in the world) continually pushes the limits of innovation, embracing technology and social media to spread the word and heighten customer experiences.

What makes the atmosphere so inviting is that Pavel Staněk, the co-founder and President of Potten & Pannen – Staněk, alongside his staff and customers, all share a passion for cooking, dining and art, so the stylish space is gallery-like in its presentation,

and it always smells inviting. "Pavel and his staff do an exceptional job of entertaining customers at in-store events, including culinary classes and product training," one judge on

the expert jury commented, also noting that the team seamlessly merge their website with the philosophy behind the brick-and-mortar store. "There is some truly inspiring content available online, bringing the entire experience to life for the customer," another judge said. ■

To learn more about Potten & Pannen – Staněk, visit www.pottenpannen.cz, or read the **Potten & Pannen blog** at blog.housewares.org/category/show/gia-retail-awards



2017 *gia* Global Honorees *continued*

Japan

Loft

Not every retailer can successfully transition from being a single store to a chain, but Loft — a Japanese retailer celebrating 30 years of business in the same year it became a *gia* Global

Honoree — has achieved just that. It is now operating 110 stores, including four franchise stores outside of Japan, and it's on track to meet its goal of achieving net sales from the directly managed stores of 100 billion yen.

Loft's grounding philosophy is to be a "container of the times" — a retailer that remains in touch with the times and the changing tastes of its customers. With this in mind, Loft recently renovated its flagship stores, collaborating



with the highly renowned MIKAN architectural firm to create innovatively themed spaces that take customers on a journey through many inspiring, meticulously curated product zones, such as floors organized around themes of "Renovation" or "Cook and Dine."

Mr. Satoru Iimura, executive director of Loft, believes one element that has led to Loft's ongoing success is that he and his staff act upon the changing tastes of their consumers. "Being market-oriented, we don't force the logic of our manufacturers or suppliers on to our consumers. Instead, we collect and select merchandise with consumers' logic in mind, and operate our business on behalf of those consumers," says Iimura with pride.

Embracing technology and social media while remaining in touch with good old-fashioned values and customer service are other things that Iimura and his staff are incredibly passionate about.

The *gia* jury decided that Loft is "a store that invites people to explore and try new things. The great floorplans and use of space, with beautiful lighting, add a sense of theater and entertainment, which draws customers back again, and again." ■

To learn more about Loft, visit www.loft.co.jp, or read the **Loft blog** at blog.housewares.org/category/show/gia-retail-awards.



New Zealand



"The charming, character-filled store exemplifies its relaxed, unique style, and the brand exudes a sense of discovery in its highly-curated product offering," the judges said.

The *gia* jury loved Green with Envy's innovative events and activities, such as the "Take a photo with Santa" campaign, and noted that the team are "very good creating social media loops based on these innovative activities in-store."

Green with Envy prides itself on supporting the local community and raising money for charities in need. They also enjoy working with local artisans to design and create 100 percent New Zealand made, unique products. For instance, beautiful recycled timber bedheads with copper nails were designed by Green with Envy, and are made by a local carpenter who custom-makes them to order. This is just one example of how the brand connects with the consumer, offering them an unforgettable, warm experience and the feeling of belonging to something really special. ■

To learn more about Green with Envy, visit www.greenwithenvy.co.nz, or read the **Green with Envy** blog at blog.housewares.org/category/show/gia-retail-awards.

Traditionally, most retailers have started out as a brick-and-mortar store and then created an online store to complement their physical operations.

Green with Envy, from the beautiful seaside Matakana region of New Zealand, is in the new brigade of operators who first tested the waters as an online retailer and then moved on to adapting its successful concept into a brick-and-mortar store. The *gia* judges found that by creating a physical store — housed in an old fruit barn with a jasmine-scented courtyard café built in and around an old potter's shed — the brand was bestowed with even more character, becoming a place that consumers truly wanted to visit.



2017 *gia* Global Honorees *continued*

Rustan's

SERVING ONLY THE FINEST

Philippines

From a business that started out in 1952 in a husband and wife's living room, Rustan's has grown to be the luxury department store chain in the Philippines. A two-time *gia* winner, Rustan's still sets the benchmark of excellent customer service, retail sophistication and luxury in the Philippines, and it aims to raise that bar in Asia.

Beneath the big success story, there is a simple vision that unites Rustan's employees: "We will be the finest and most trusted destination in Asia for awe-inspiring customer experience. Working with our partners, we will deliver innovative experiences with premium brands, exceptional people and inspirational stores," says the president of Rustan's.

Rustan's prides itself on following a set of strategic pillars, including Respect, Unity, Sincerity, Accountability and Nurturing. And to keep ahead of the pack and to always remain innovative, Rustan's encourages its staff to go beyond the norm, as the original founders did. Thus, the last of the pillars is "Trailblazing": "Challenge the impossible, and have the conviction to succeed beyond expectations."



The judges commented that Rustan's is a "very sophisticated retailer with a great sense of hospitality. The outstanding visual merchandising is strengthened with themes and a great variation of displays."

The jury also commended the store on its use of greenery. "The green walls, plants and flowers used in displays create a sense of nature and an atmosphere that appeals to senses," they said. "It is a place that lures consumers in and gives them an exceptional experience. It's also very grounding, just like the company's pillars." ■

To learn more about Rustan's, visit www.rustans.com.ph or read the **Rustan's blog** at blog.housewares.org/category/show/gia-retail-awards.



United Kingdom

BOROUGH KITCHEN

Better Tools. Better Cooking.

Borough Kitchen was born in 2013 out of two friends' shared passion for cooking for friends. The concept opened and immediately flourished in one of the world's most exciting foodie markets — London's Borough Market next to London Bridge. In an exciting space with five-meter high glass walls that let the world outside in, the foodie-focused co-founders present the highest quality kitchenwares possible based on what they love using in their own kitchens.

The heavily edited range evolves continuously through intense new product searches and rigorous trialing based on function, quality and durability – not aesthetic. "There's not a lot of color in our stores because it's about how things work, not what color they are," the owners Justin Kowbel and David Caldana say.

Just as they concentrate on their community, Justin and David also know how important staff is to the success of their business. "We hire only the best people who are passionate about cooking and are excellent communicators," says Justin. "They are integral to holding our community together."

The *gia* jury thought that Borough Kitchen has been very successful in combining its online and



offline stores, and loved the fact that all staff members are extremely passionate foodies who love what they do. They also loved that potential staff members must include a recipe in their applications. "This is one of many elements that makes the service at Kitchen Borough so authentic and inspiring," one judge said. ■

To learn more about Borough Kitchen, visit www.boroughkitchen.com, or read the [Borough Kitchen blog at blog.housewares.org/category/show/gia-retail-awards](http://blog.housewares.org/category/show/gia-retail-awards).



SHOW TO SELL:

Cross Merchandising

by Martin M. Pegler

Visual Merchandising is really a very simple concept to understand. "Visual" refers to sight and "showing" while "Merchandising" is about "selling". WE – people who believe in and are practitioners of VM – think that it is very important to show your products in a way that makes the shopping process simple, easy and convenient for the shoppers. It is important that the products are shown at their best – *in the best possible way* – so that the shopper can find or locate them in the store, look/study/compare the product, make a selection, and then

purchase the desired product. THAT is basically what VM is all about!

How you SHOW can affect how you SELL. How you arrange your product offer...

which product is featured, which are adjacent to it, where it is located and what signage or information is provided...all make a difference. Do you arrange by color? All blue items clustered together – all the red items in a group – no matter where or what they are used for? Or, do you arrange by brand? Or by

price: all items under \$19.99 or under \$35, etc.? Do you show or cluster them by where they may be used—by "end use"—bedroom/bathroom/kitchen/teenagers room? The answer may depend upon your product offer, your space, your store BRAND, your competition. Personally, whenever and wherever possible, I would opt for or recommend the "end use" approach because it is the best and most convenient

"Two different stores, using very different approaches, are successfully SHOWING TO SELL by presenting their products by 'end use.'"

and customer-comfortable way to shop and can also include any of the other ways of showing merchandise listed above. Also, it is the most assured way to get "add-on" sales. By showing the "go-with" products that compliment and complement the product, it makes purchasing these items simpler as well. I will explain.

However (or BUT), there are different ways to show "end use" in a store. How you use it will depend upon YOUR BRAND, YOUR LOCATION, YOUR CLIENTELE, YOUR PRODUCT OFFER, and whatever it is that makes YOU—YOU-NIQUE! So, now it is time for SHOW & TELL, and we will explain by showing how two different stores, using very different approaches, are successfully SHOWING TO SELL by presenting their products by "end use." One store is located in a centuries-old converted barn in a remote part of Finland, while the other is in a new, contemporary mall in a major city in Turkey. Both are previous *gia* winners.

Loviisan Aitta in Rusko, Finland is the dream-come-true of the artist Helena Aho and her architect husband. Together they have created an exciting retail space filled with areas or "rooms" loaded with interesting and unique textures, architectural features and strange



nooks and crannies. The merchandise seems to have been “tossed” together in a very casual manner that says to an adventurous shopper, “Come in and see if this will be your lucky day.” It is like going on a “treasure hunt” where you are guaranteed to be a winner. On the bed, strewn with color-coordinated items and surrounded by all sorts of possible “go with” things and rehabbed furniture that serve as fixtures but are also for sale...a special product is “hidden” for the daring shopper. This is a very special shopping experience that will satisfy shoppers willing to venture way out into the country—making an excursion into the past to find products for the future. Though it might seem confusing or too haphazard a presentation for some, for others it is great fun and a great way to “discover” things. As Helena Aho said, “From the very beginning, our brand was based on a very romantic and mystic style. We are very well known for our uniqueness, and that is what we owe our success to.”

Ayşe Demirtepe, the VM director for the Karaca Home store located in the new, up-scaled mall in Istanbul, also shows her product

offer in end-use settings, but with a difference. She has no real architectural features or details to work with, just a long, narrow space with lots of open back windows. The floor is set up with recessed areas that are introduced by a graphic and sign as to what might be found inside. Some of the end-use areas that feature the Karaca line of fabrics and bed linens and go-with products include: Baby, Teenagers, Country, Traditional, Bath, Basic and Modern.

What makes Ms. Demirtepe’s presentation different is it is neat, orderly, and carefully planned so that the shopper can see the details as well as the overall effect. Great care is taken to show off the pattern, color and design of the bed linens, the duvets, pillows and such. Sometimes, in a linen chest at the foot of the beautifully made-up bed, there will be a lovely color/pattern coordinated display of bath towels. On the back wall of the niche or area are shelves neatly lined with a carefully edited selection of bedroom accessories that will enhance the ambiance of the room and complement the selected color/pattern of the

linens. Though this shopping experience may not have “the thrill of discovery,” it makes up for it with selection and time saved. The options are



clearly visible, easy to pick up and load into the shopping cart. And this type of end-use form of VM has another great advantage to the retailer. Since some of the “go-with” items will or can go with other major products, the retailer can show the same item in several different places in the store thus increasing the item’s visibility and opportunity for add-on sales.

Which, IF either, is right for you? Maybe one or the other or neither or some mixture of the two. Your VM depends on YOUR BRAND, YOUR PRODUCT OFFER, YOUR LOCATION, YOUR CLIENTELE and who or where is YOUR COMPETITION. Whatever your decision, make it YOURS and remember that YOU are a major part of YOU-NIQUE. ■



EMOTIVE RETAILING

by Michelle Hesse

The point of sale is, of course, the aim of a retailer. However, just as the journey is often more important and fulfilling than the destination, the selling of a product is the part of the process where emotion is the strongest, believes retail expert Wolfgang Gruschwitz. "After all, 90 percent of all products are bought spontaneously rather than purchased after planning, so there has to be a lot of emotion involved before the point of sale is reached," he says.



Wolfgang has been working in the retail industry for over three decades—collaborating with big brands such as Burberry and Zara. He works across many varied aspects of retail, but with a focus on innovation, in architecture, design, branding, marketing and how they all come together to create an emotional, engaging retail space.

"We are always asked by retailers all over the world, 'what can we do to increase sales?' 'How can we

bring more people into our store?'" Wolfgang says, going on to explain that the problem often lies in one commonality: their lack of focus on inspiring potential customers. "The non-verbal facet of communication is the key to how a customer feels and what motivations lie in that customer's brain. This 'brain script'—in other words, what the person is thinking—is the emotional touch point."

Wolfgang believes that the evolution occurring now in retail—it could actually be seen as a revolution—is that people are going back to craving more basic human contact and are looking for emotional experiences.

Retail is not just about selling things—it's about emotionally engaging potential customers, bringing them into your story and helping to make their dreams come true, explains retail expert and *gia* judge, Wolfgang Gruschwitz.



"It is an evolution from the 'touch-pad' (iPads, phones, computers) to the 'touch point' (physically touching and reaching a consumer emotionally)," he explains. "It's a journey from 're-tailing' to 'emo-tailing,' because the selling of products in the modern world is no longer the core of a retail business. The consumer is becoming a pro-sumer (someone loaded with knowledge from the internet) and the retailer is now the motivator, the entertainer of consumers in a store."

It's this entertainment, offering the consumer an experience within a store, that will make them come back and hopefully create the loyalty that retailers need from a customer to make their business a success.

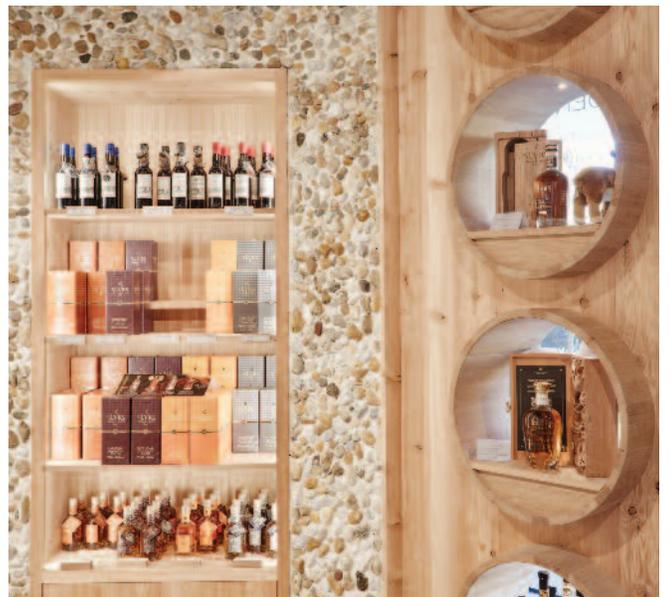
The enormous amount of knowledge that consumers now often have when they enter a store has changed the game of retailing. People are more informed these days because product information is available and free in the "cloud" all over the world.

"This is where there are new emotional points for the retailer to discover," Wolfgang says. "We have to create more services out of and around that product line, and this can also cost money, but why not? For example, take cooking classes that people pay for. The expertise on how to use a pan correctly to gain more efficiency and better results is what they might actually be after. It could be



an emotional highlight for the client, and that feeling of learning something, of gaining something, is connected to the emotions—the brain of the client. That's emotive retailing."

Wolfgang is talking about neuro-marketing. Which is, in essence, what marketing is—it's about sending out



Middle and bottom Tegernsee Arkaden GmbH

EMOTIVE RETAILING *continued*

a message that connects with the way someone thinks and feels. And now with social media and, in particular, things such as YouTube playing such a major role in business and life in general, education is now often combined with entertainment (edu-tainment). "The integration of edu-tainment in the selling process can result in a retailer having emotional leadership," he says.

And although the selling is the crucial part of the process, Wolfgang stresses that retailers also need to offer emotion at the point of sale, or they will miss a great opportunity to set themselves apart from what a customer can gain on the internet. "In a brick and mortar store, there can be eye contact, a smile from the person who stands next to us. There are multi-sensual aspects directly affecting the environment where a person is buying, so to retain their interest and gain their loyalty, emotion needs to play a big role in the process," he explains.

To illustrate his point, an example of emotional retailing can be the simple sale of a pair of shoes. Imagine a potential buyer is looking at a pair of hiking shoes at a store such as Patagaonia. He imagines himself walking through the forest, over rocky outcrops and fallen branches, perhaps in the rain. If the retailer is being innovative, they would tap

into these emotions—these thoughts and dreams—and suggest a waterproofing spray to the customer to protect the shoes. Emotionally, the customer might already be attached to those shoes, and so want them to last.

"Just by touching those shoes and picturing himself in them, in the forest, has meant that there is an emotional connection created," Wolfgang says. "That is human behavior. If we hold something in our hands, we are picturing it as ours already."

Combining one retail store, fashion for example, with another type of place, such as a café, is another form of emotional retailing. The retailer has created a nice space for the customer to be in, so emotionally they are relaxed, enjoying the space with a coffee and they might see a dress and imagine themselves wearing it. It is the same approach with wine and food bars in a homewares store. It's the creation of a hospitable environment that helps the retailer to sell more products.

"It's not only brick and mortar stores that are taking a more emotional approach to retailing," says Wolfgang. "Online stores also need to become more dynamic, and have more emotional touch points to remain relevant. They need to be thinking of social events, pop-up stores and new marketing channels."



Weber-Stephen Deutschland GmbH, Ingelheim

THE EMOTIONAL RETAIL GAME

by Michelle Hespe

He uses Amazon as an example. Last year the company bought a 40,000 square meter old warehouse style space in London, and created an enormous photo shoot and casting studio. There were catwalk shows around the clock, with dresses on models, aspiring models and normal people. It was about bringing things Amazon sold online into an exciting, dynamic environment that would stimulate emotions and thus encourage sales.

So, whether you want to see it as an evolution, or the return of some good old-fashioned values and approaches, retail is going through another big change that has been largely caused by the online world.

"As I have said, the retailer needs to become an entertainer, and the store has to provide not only goods per square meter but also emotions per square meter," Wolfgang says. "Excite your customers, speak to their positive emotions and you will be the hero in their story because you will sell them something that is in their dreams and something that they are emotionally attached to. As a retailer, with your skill, talent, experience and knowledge, you are the master of the emotional touch-points in your store. Use them well, and you will sell." ■

To learn more about Wolfgang Gruschwitz and the projects of Gruschwitz GmbH, visit www.gruschwitz.de.

Most people enjoy lingering in nice surroundings that give them fresh inspiration. However, focusing on only this element of emotional retailing is not going to lead to ongoing success. Besides a location's comfort, understanding a potential customer's lifestyle is crucial to modern retailing, and it is the crux of omni-channel retailing. Because, if you don't understand the way your customers live, you might not be using the right channels to reach and engage them. And you might not be telling a story that appeals to them.

In a recent talk at EuroShop, the international retail fair in Düsseldorf, Wolfgang addressed a new way of retailing with his talk on #PerfectStore. What is a #PerfectStore you ask? Thanks to mom-and-pop brick-and-mortar stores, we know that perfect is not about one thing, such as style, the type of products stocked or the price of products. "Perfect" is a subjective notion because to achieve it in retailing, you need to respond to the specific needs of your potential customers by paying attention to their local environment and the life they lead. What do they like and what do they want? That's what a retailer always needs to be thinking.

Great retailing is about creating and orchestrating a customer's

There are many convoluted dimensions when it comes to creating a special retail experience, and while Wolfgang Gruschwitz believes that the emotional dimension is the key to enticing a consumer into purchasing products, today it's also about understanding a customer's lifestyle choices in order to create a strong story for your brand, and a #PerfectStore.

retail journey. "The secret to successful retailing lies within potential clients' minds," Wolfgang says. "It's about their ideas and emotions, and so more than ever, storytelling in retail is essential." And as a retailer today, you need to create an authentic story across a range of channels: on your website, in your physical store, across your social media and your marketing. "And while doing this, be careful never to lose sight of the clients' point of

THE EMOTIONAL RETAIL GAME *continued*

view because you are appealing to their emotions to sell your products," he adds. "Your shop still won't be perfect, but you will have created interest and attracted your target group to come inside or go online and discover your store. You are inviting them to like your brand, your story."

Here is a simple analogy to show that nothing has changed when

targets. They need to grab their potential customers' attention. They are in a perfect location, but they still need to sell their wares

"To emotionally attract a customer, you need to understand their lifestyle and what makes them tick."

and understand what their target market wants. The #PerfectStore needs to attract a buyer's

somewhere a little bit cheaper. And it's not just about the products - it's about how they are marketed. It's about how

emotionally attached a person becomes to the way that a product is sold.

Again, it all comes back to

how you tell a story. You need to convey a comprehensive overall impression that is consistent



it comes to attracting customers. Picture the floating markets in the Mekong Delta or a sausage sizzle stand at a stadium during a soccer game. The people selling products have to focus on their

attention. It's not all about price anymore, as thanks to the saturation of products available online and the ease at which we can find and research products, everything can usually be found

online, in your store, across social channels and everywhere else. "Too much uniformity, however, quickly seems old-fashioned and boring to people thinking in a new way. So

instead, focus on the evolution of a story. Take your customers on a journey by making them love your story. And remember, the more authentic your story is, the more successful your concept will be," Wolfgang says.

Creating #PerfectStore is not a one-model-fits-all formula, but there are some things to keep in mind. Visiting a local, physical shop is still attractive to customers, because they might love the atmosphere of the store and it might give them new ideas, inspiration and even a sense of belonging to a community. In the real world, it's all about creating an event or an experience — a reason for someone to go shopping; while in the virtual world, online, it's all about convenience, things like 24/7 availability and an excellent delivery service. "Combine how you would approach creating an online store to how you would approach creating a physical store, and you have the perfect match — you can create totally new experiences for the customer," he says.

And always look at ways of reinventing what you do to stay ahead of the game. Think of a big JENGA tower - the tower is aesthetically appealing and it conveys safeness, like a rock, because it is complete. If your retail store is a game of JENGA, you need to pull out some elements (blocks), analyze them



and digitalize them. Then you need to put the pieces back together in a new way. This process is called disruption. It's all about setting up your tower, engaging in some segmentation and analysis and then rebuilding it. Build, adapt, learn and survive.

To conclude, it doesn't matter if your store is real or virtual - there are always emotions involved in retailing — and to emotionally attract a customer, you need to

understand their lifestyle and what makes them tick. Once you do, you can begin to tell a story that will lure them in and connect them with your brand. Once they are connected to your brand, they will be interested in your ongoing story and this creates loyalty. When you create loyalty, you create ongoing sales. And that is the aim of the retailing game. ■



Creating an Emotive Space

by Terri Winter

Interior design elicits an emotive response. You can feel energized, calm or cocooned in a space based largely on the choice of color.

Color

Using color and texture can affect the emotions of visitors to your store or to your home. Explore the opportunity to create various moods in different areas of your store and encourage customers to do the same in their own homes with these simple color guidelines.

The colors:

Blue: Calm, fresh and relaxing. Light blues bring an open feeling of the blue skies and oceans. Darker tones can be more rich and cocooning.

Red: Passion, power and strength. Red raises the pulse and heart rate. Toned-back versions are intimate and when paired with low lighting are romantic. Deep reds can make a space feel intimate and luxurious.

Orange: Energy, vibrancy and innovation. Use sparingly or muted in living spaces to avoid overwhelming the space.

Purple: Spiritual, luxe and creative. Deep tones of purples are decadent.

Yellow: Although it can be sunny and fresh, yellow should be used sparingly and with careful consideration to the tone. A lot of yellow can be stressful and may cause anxiety.

Green: Calming and yet energizing. A great color to use in areas that relate to the outside - for example a living room space providing views of a forest, a lawn area or to an apartment patio with plants. Add real plants rather than actual color in paint or product to be calming and creative.



Normann Copenhagen

Bold use of color can give life to a small space that might otherwise be simply bland. Add simple graphic objects, and you immediately have a creative vibe.

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



Muuto Dots

Get playful with a neutral backdrop and place colored elements against it.



Skagerak Georg series

Too much white can be sterile. Combine white with soft natural elements to keep it fresh and clean, but more welcoming.



Missoni Home Bath series

Use natural textures and materials and offset with pops of coordinating colors to have a relaxing space that is not pedestrian. A neutral palette gives you the flexibility to modify the space to suit the season or your mood. Add neutral tones to achieve more of a serene look (as above) or add pops of color to quickly and easily add some energy whilst still maintaining a sense of serenity.

Brown: A great décor color – with natural derivatives, it's nurturing and is great to evoke conversation, nesting and a feeling of belonging.

The neutrals

Gray: Gives a sense of relaxation and serenity. Use gray in spaces like home offices or bathrooms.

Black: Bold and graphic. Use black to create structure.

White: White on its own is sterile. There are hundreds of variations of white, and layering various tones gives you a very calm and serene space. Too much use of bright pure white will feel sterile.

As a general rule, no room should ever really be a single color. Even if you are going one color popping against neutrals, go for various tones of your selected color rather than all the same. Create your own blends and you will have a truly emotive space.

But, a single color can be a very deliberate statement choice – which can be a fantastic way to create impact in a small space, for example. A bold choice of a color does make a space memorable. If you blend colors, you can control the emotion and avoid creating a space that is screaming at you when you walk in.

Choose a focus tone, keeping in mind the emotion suitable to the space. Then, accent with colors and complementary tones. If you choose a key color – unless you are preparing a particular emotive, bold statement –

then play around with utilizing many tones and variations of your chosen color.

Objects of meaning

Color is not the only way to elicit emotion in a space – your choice of décor objects adds the finishing touches.

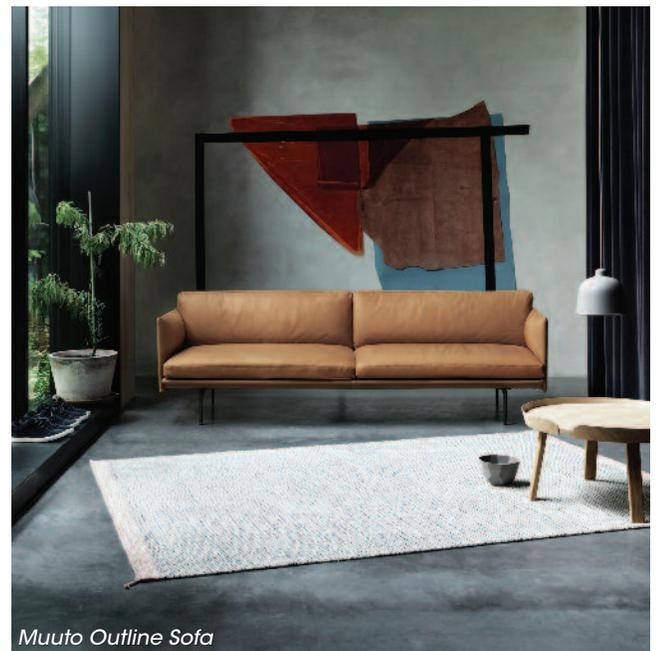
Personal objects such as vases with fresh flowers, photo frames or small whimsical objects that nod to your personality create emotive spaces. Books indicate your taste and style – architectural books, cooking books or fashion magazines immediately add your personality to a space. ■

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



Skagerak Georg series

To create a space that is calm and tranquil, stick to a muted palette of natural timbers and soft "non-colors" that don't jump out at you.



Muuto Outline Sofa

Materials like leather will add luxe to any space, and if you pair it back with deep rich tones, you create a space with very grownup grace.

Design Stars:

Design Highlights from the *gia* Product Design Awards

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

At the 2017 Show, several exhibitors from Discover Design were selected finalists in the IHA Global Innovation Awards (*gia*) for Product Design Excellence.

gia global innovation awards
honoring housewares product design excellence

Best Product Design – Global Honorees

Kitchen Hand Tools + Cutlery

Helix Citrus Juicer



Joseph Joseph
www.josephjoseph.com

Kitchenware

GEFU Sprouting Jar Bivita



Gourmet Kitchen Works
www.gourmetkitchenworks.com

Personal Electrics

Touchless Foaming Soap Dispenser



KOHLER
www.kohler.com

Tabletop

Pino Wine Glass



Magisso
www.magisso.com

Best Product Design – Finalists

BATH & PERSONAL CARE

Hang Up

Luckies of London
www.luckiesoflondon.com



KITCHEN HAND TOOLS & CUTLERY

Shy

Bergamaschi & Vimercati
www.viceversa.it



CLEANING

Do-Dish™ Caddy

Bosign
www.bosign.com



KITCHENWARE

lftl tumbler

GBMC Products Inc. DBA lftl
www.lftlly.com



COOK & BAKEWARE

Giacomina

Munus International
www.munusinternational.it



KITCHENWARE

The Prep,
Rolling Mortar

JIA
www.jia-inc.com



COOK & BAKEWARE

the stasher cooker

Stasher
www.stasherbag.com



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AutoDogMug PURE

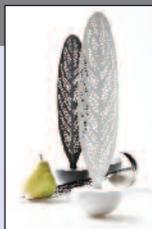
Highwave
www.highwave.com



HOME DÉCOR & GIFTS

Lovely Breeze

Alessi
www.alessi.com



TABLETOP

OnEdge

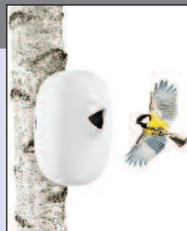
Chilewich
www.chilewich.com



HOME DÉCOR & GIFTS

Bird Nesting Box

Eva Solo
www.evasolo.com



TABLETOP

Salad Bowl with
Removable Wood Trivet

Sagaform
www.sagaform.us



HOME DÉCOR & GIFTS

Self Watering Orchid Pot

Eva Solo
www.evasolo.com



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

For more information about the 2017 IHA Global Innovation Awards for Product Design Excellence, visit www.housewares.org/gia-product

From the World of Design and Fashion

Richard and Antony Joseph

Michelle Hespe speaks to Richard Joseph, one of the brothers behind the Joseph Joseph brand, which beautifully fuses form, functionality and fun.

by Michelle Hespe

In 2003, twin brothers Richard and Antony Joseph launched their now hugely popular design brand, Joseph Joseph. Today, they have 125 employees and offices in the U.K., U.S., Japan, France and Germany. Both brothers are designers by trade, and even after 14 years in the business, they are still living and breathing their innovative brand and are always hands-on in their London office where they work in an open plan design with 70 people.

To the dynamic duo, Joseph Joseph has always been about having a clever, meticulously considered approach to design. Their products often take years to develop and perfect, but their firm's focus on going far and beyond is what keeps them ahead of others.

The brothers are, without a doubt, perfectionists. They're cool, too, and know what looks good in the home. And their products are unmistakable, with a signature deep lime green applied to many of them. All of the products that the brothers create fashionably fuse form, function and a great sense of fun – and they make people smile, they're so bright and cheery.



The streamlined Joseph Joseph approach to design was established from the outset after the brothers created their first range, which included a chopping board, serving dish, mug and clock. Buyers had to purchase the items as a set. A kitchenware buyer

approached them, explained that she loved their products and wanted to buy them but was only permitted to purchase pieces relevant to her department, and so could not sign up for the range if the mug and clock were included.

Rather than letting that buyer go, as many might do, the brothers arrived at a decision that would remain at the core of the Joseph Joseph ethos. "We decided that we'd concentrate on being great at one thing, or a few things, and do it better than our competitors," Richard explains. So they dropped the mug and the clock, and sold the buyer the chopping board and serving dish, and that's how Joseph Joseph cemented its place in a saturated kitchenware market.



Joseph Joseph is synonymous with fashion, the colorful pieces bringing bright splashes of color and innovative shapes to the home. However, Richard and Antony avoid trends. "If we followed trends, our approach wouldn't work as we spend so long developing a



product that the trend we might have been following would be gone by the time we made it to market," explains Richard. "Instead, we focus on the useful. We look for problems that people face and we find a solution that is useful to them. Then the product has longevity."

When it comes to gathering inspiration for new products, Richard says that you won't find anyone on the team sitting at a desk Googling products and ideas. "We find inspiration

everywhere—yes, in design, but also in fashion, architecture, exhibitions, shows and films. Everyone on our team is really into getting out there, learning and absorbing. Antony and I won't go to a cook-shop for inspiration, however you might find us in a DIY store or at busy flea market, antique store, or in a design museum."

Their heavy investment in research and development is one of the main ways that the brothers stay on top of their game. "Our big point of difference, in our design and in our approach, is researching particular categories and looking for problems to solve," says Richard. "For instance, our new

bin that will be released soon is a compaction bin and it takes 90 liters of waste. Nothing comes into contact with the waste, so it's really hygienic. It took us three years to develop, and it's very satisfying knowing that we got it right."



Richard and Antony Joseph *continued*

As many Joseph Joseph products are simplistic in form, they're an easy target for copycats. Thus the brothers have an ongoing issue with companies stealing their designs. "Copying is part and parcel of industry—it's the ugly side of it," says Richard. "We have zero tolerance for it—we go after them, and so unfortunately there's usually a court case going on in the background. However, it's the consumer that loses out because the copy is always the cheaper version, made with poor materials. The copy has had no money spent on the research and development, and so the consumer ends up buying a poorer product and then they are disappointed with their purchase."

Richard says that the way retail was when they started out is barely recognizable in regard to what it is today. "The Internet has opened up growth channels for everyone," he explains. "Once, we were just a wholesale business supplying products to retailers. Today, one of the challenges is how to be successful as an Omni-channel retailer. You need click and collect facilities and have top online capabilities."

"When we launch products, everything happens so much faster—there is still the same launch in-store, but then there's social, website marketing, and all of that is much faster and there is so much more

collateral. There's video, social media teasers, and everything has to be themed consistently with the launch. There is huge expectation, but that's also exciting, and through new technology, it's so easy to communicate."

So the question is, with so many Joseph Joseph products out there to love, does Richard have a favorite? "My all-time favorite is one of our first products—the folding chopping board," he says. "It sums up what we do: it's simple and highly functional. It does exactly what it's supposed to do, and that's the beauty of it."

Richard and Antony are very grateful to be in an industry that inspires them, and in a business that improves people's lives, product by product. "We love this business," Richard says. "Happiness is coming up with a new idea, taking a risk in development and then having a customer loving the end product." ■

**For more information on
Joseph Joseph, visit www.josephjoseph.com**



Discovering Design: nambe

by Vicki Matranga, Design Programs + Services,
International Housewares Association

IHA: Laura, where does Nambe find inspiration in designing new products?

LP: We work with leading designers around the world to create products that bring style and function into the home. Our designers find inspiration at every turn. For example, our Drift collection, a new introduction in glass for the 2017 International Home + Housewares Show, was inspired by sand drifts in the desert. Our Cabo collection takes a more rustic, beachy approach, and POP introduces color.

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

LP: Nambe just recently celebrated its 65th anniversary and has certainly been influenced by many designers over the years. Nambe's design aesthetic remains true to its heritage, creating products that embrace mid-century modern design. Nambe products maintain a modern appeal, yet they're still timeless. Pieces like the Butterfly Bowl have been in our collection since it was first introduced in 1957.

IHA: How do you choose which idea to take to development?

LP: There are several factors to consider when thinking about new product development. We look at our current collection and look for gaps in the existing assortment, whether it be for function, price or material. This often leads us down a path worth exploring. We'll also conduct some informal market research to see what's trending.

We then work with our designers to create concept and technical drawings, which we then forward on to our manufacturers to assess whether the item can be manufactured and if it is cost-effective to produce.

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

LP: Nambe pieces make wonderful gifts, entertaining essentials and home accents. We put a focus on products that are functional and stylish. The key user appreciates both and has an eye for good design. The items are often passed down from one generation to the next.

IHA speaks with Laura Perri, senior manager, digital content and brand marketing at Nambe, to hear about the latest developments at the company known for its trendsetting tableware and gift items.



Discovering Design: nambe[®] *continued*

IHA: How do new technologies influence your product design?

LP: Nambé has an active presence in social media. We use platforms like Instagram to showcase user-generated content and ideas on how to use your Nambé pieces, as well as Facebook to keep followers up to date on the latest Nambé news and trends. Nambé has also started looking to influencers to help us create robust content and help spread word of mouth.

Nambé uses 3D printing on almost all of our products. Nambé will often create a 3D printed plastic prototype to provide a really good sense of what the product will look like.

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

LP: Great design is at the forefront of everything we do at Nambé. It is our dedication to artistic integrity, and commitment to timeless beauty and uncompromising quality that has contributed to our recognition in the design community and will continue to guide us as we move forward. Our pieces have received numerous design awards and are featured in museums around the world. ■



To learn more about Nambé and its products, see www.nambe.com.

Find Nambé products in use on The Inspired Home at: www.theinspiredhome.com/search?q=nambe.

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



PANTONE®VIEW home + interiors 2018

Communicating with Color/Design: Inspiring and Defining Essential Trends

by Leatrice Eiseman, Executive Director, Pantone Color Institute

Key color stories for 2018 break free from traditional thinking. Colors are revitalized, hues are mixed in novel combinations and new color directions instantly and effectively express a fresh approach that satisfies the consumer's continuing need for newness.

Metallics we know are classic, but they have really moved over into neutrals. There's also a continued fascination with iridescents. And, there is a movement to more exotic or intense colors, which is a contrast to the popularity of pastels in the last few years...though those colors are not going away.



VERDURE

Verdure is all about the continuing, vigorous quest for health and well-being, with a profusion of shades from nature expressing abundance, vitality, freshness, renewal and regrowth.

Resourceful

Resourceful suggests two meanings to consumers. First, there is the need to cleverly re-use, renovate and refurbish what they already own. Second is the urge to inject fresh and innovative ideas to create a bright, new way of life. This youthful sense of invention is expressed in a strongly trending combination of opposites on the color wheel.



PANTONE®VIEW home + interiors 2018 *continued*

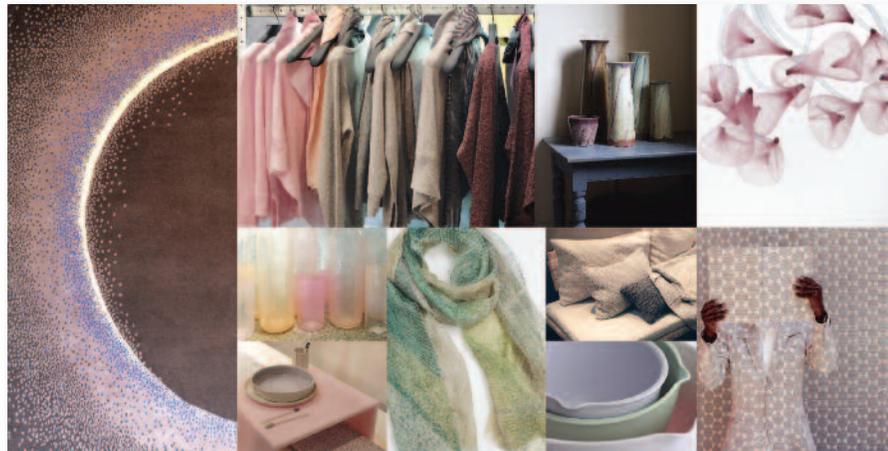


Playful

Playful speaks to the need for products or surroundings that are confident, quirky and out-of-the-ordinary. To match the mood, they muster shapes, finishes and color. They are bright- and light-hearted.

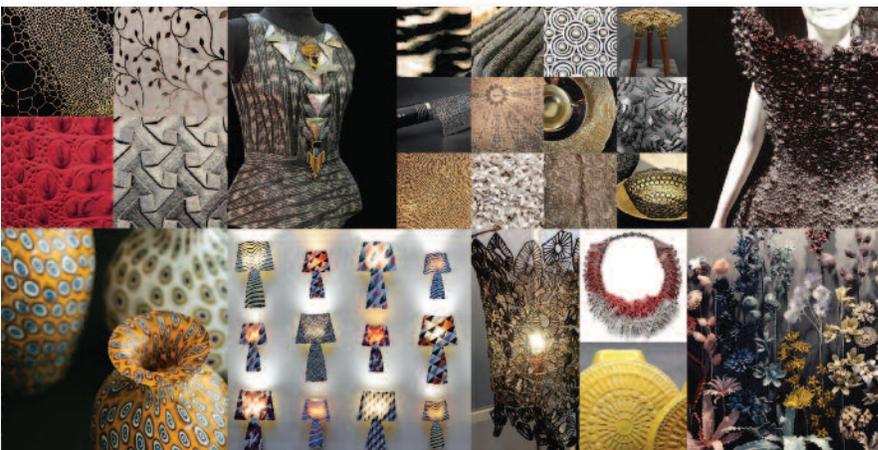
Discretion

Low key and upscale, Discretion is a palette of subtle blends and harmonies in both color and texture. Expressing a sense of decorum and modest luxury, colors are quietly strong and artfully understated.



Farfetched

Filled with multicultural influences that come together in unpredictable ways, the Far-fetched palette reaches deeply into a global trove of color sources to produce warmth and light.



Intricacy

Intricacy expresses as much about circuitous, complex patterning that achieves dramatic dimensionality through complex layering as it does about the co-mingling of classic shades with the glimmer of metallics.

Intensity

In the language of color, Intensity implies a certain strength, power, depth, and sophistication.

Inspired in part by designs of the past, this potent palette of modern jewel tones provides an eclectic mix of reinterpreted styling and color.



TECH-nique

In an ode to the future, TECH-nique features hues that seem to shine from within. Fabrications are similarly futuristic looking, often radiating a high sheen on top of both cracked and clear effects, such as pearlescence, opalescence and translucency, often infused with light related technology.

The audio recording of the presentation is available at: www.housewares.org/education/presentations-webinars.

Extracted with permission from PANTONE®VIEW home + interiors 2018 trend forecast.

To learn more about Pantone or to purchase the PANTONEVIEW home + interiors 2018 trend forecast, please visit www.pantone.com.



Change & Challenge in the ECONOMY OF EXPECTATIONS

The consumer marketplace is changing in dramatic ways, so it's important to get to know today's "real" consumers.

The five top trends for 2017 as discussed by Tom Mirabile and his panel include:

New Directions in the American Household

Big changes in the way we live brings fresh challenges and opportunities, said Mirabile, pointing out that the average adult in the U.S. will now spend more of their life unmarried than married and more people are renting their homes (as opposed to owning) than they have in the last 50 years. "In a way, this is good," said Mirabile. "When people don't own their own home, they tend to spend more on expendables such as housewares."

Millennials now account for 31 percent of all household spending, while Generation X represents 25 percent, Baby Boomers 36 percent and Seniors 8

percent. "In the past, Millennials had more of an emotional effect on the economy, but now they're actually spending more," said Mirabile. But don't count Baby Boomers out - they're not exactly fading into the sunset - and Generation X is in their peak spending years.

Multi-generational households, changes in the role of fathers and the importance of friends and social gatherings to Millennials are all contributing to the changes.

"You have to understand we're living in different life stages now," said Susan Yashinsky. Younger people are moving in and out of life stages more often and the rules are not defining everyone anymore, she said. Her advice to retailers and manufacturers is to stay lifestyle-relevant and market to how people live...not simply sticking within the product category walls that have always been used.

Reinvention of Value

"Consumers' perception of value continues to evolve," Mirabile said. "There's something wonderful and alarming going

Tom Mirabile, IHA's lifestyle trend forecaster and the senior vice president, Global Trend and Design, at Lifetime Brands, Inc., was joined at his annual International Home + Housewares Show keynote presentation by Peter Giannetti, editor-in-chief of HomeWorld Business and Gourmet Insider, and Susan Yashinsky, vice president of innovation trends at Sphere Trending.





on...the value equation has become very intangible.”

He said time plays a critical role, especially when you consider the popularity of Blue Apron’s meal delivery service, which offers ingredients at a cost of roughly 18 percent more than store prices. Also factoring into today’s value equation is loyalty, the intangible offering of what’s “new, now and next,” brand, inspiration, socialization and solutions. You also can’t count out service: “It’s never been more important,” according to Mirabile.

The key here for manufacturers, said Peter Giannetti, is to brand the experience, not the stuff. “Do you want to be a cook-ware company or do you want to be a cooking company?” he asked. And, it’s important to remember that “even know-it-alls need help,” he said. Millennials may want to do things themselves, but they’ll embrace your assistance if you provide it for them to take on their own terms.

“Retail is the new town hall – it’s where people can connect,” Yashinsky added. “Retailers have

to be experiential; your metric needs to be the number of goosebumps per square foot.”

Rapid Growth of the Creative Class

Many consumers today want to design their own lifestyles, their own environments, and they want to explore, said Mirabile. “Consumers say they’re not about having more, but being more.”

The maker movement has gone mainstream, and makers look for three types of experiences: creation, learning and sharing. It’s important to note that the creative class is more casual and they’ve brought back home entertaining. “Home entertaining has never been more important,” according to Mirabile.

“Trends are coming from the bottom up now,” Yashinsky said. “(Consumers) have rediscovered





passion, and we expect stores and manufacturers to share that passion.”

“It’s not about doing demos anymore,” Giannetti said. “It’s about inviting makers to engage with your products, both in-store and online. Let them play.”

Health is the New Wealth

According to Mirabile, the big shift in health and wellness is that it’s not so focused on the “right” way to do things, such as a certain diet or exercise, but it’s more about doing the best you can for yourself right now. “This is about helping people make smart choices,” he said.



“Health or wellness today is not just clinical; it can also be emotional,” Giannetti explained. The concept is also embedded in every part of our lives; retailers and manufacturers should not view it simply as one category.

Consumers Take Control

Consumers today have different expectations, and the demand is rising for innovation, differentiation, experiences, personalization and technology, according to Mirabile. “You’re in the happiness business,” he pointed out. Housewares manufacturers and retailers should pay attention to the intangibles that today’s consumers are looking for, including guidance, new experiences, bragging rights and more.

These days, “consumers are on a long, winding road,” said Giannetti. “We don’t always know where they’re going, but you

can guide them and encourage them along the way.” Their journey is an omnichannel one, he added, but retailers who only focus on online or mobile experiences are missing the boat.

“Omnichannel requires store fixtures,” he said. In other words, you’ve got to reinvent your bricks and mortar stores too.

To truly stand out, Yashinsky said that retailers and manufacturers should look for ways to cross-sell, reinvent their spaces, rediscover their relevance, and excel on service. ■



TheInspiredHome.com

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Source: TheInspiredHome.com

Designed to drive housewares sales, The Inspired Home offers expert resources and engaging content to motivate, educate and inspire consumers.

Powered by:



IBERIAN SPIRIT SS18

by Jenna Galley, Marketing and Insight Assistant, Trend Bible

Looking ahead to 2018, there are several shifts in consumer mood that are driving trends in design for the home. One major influence is a growing consumer desire to rediscover cultures that have stood still in time. In a world of newness, traditions gain an air of intrigue, influencing a much more vibrant and hand-crafted aesthetic within the home.

Iberian Spirit, as forecast in our Spring Summer 2018 trend book, captures the laid-back temperament of summer festivals bursting with color, craft and street food. Modern food festivals bring together different communities and families, blending new influences with time old traditions.

Cultural references from the Iberian Peninsula and the Mediterranean inspire an exciting blend of materials and patterns in the home. The blend of old time traditions and modern food festivals filters through for a fresh summer look with a hint of nostalgic familiarity. Decorated with vivid color and pattern, the home becomes a spirited communal space for entertaining and making the most of long, warm summer days with family and friends. Providing an exclusive preview into this trend, we explore some of the key design elements.

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.



Color

This high summer story allows for a variety of vivid and strong color combinations. Rich pink shades are balanced out with cooling shades of blue and teal. Brighter orange hues allow for vibrant pops of color that inject warmth into this trend.



Woven Design

Filtering through to a number of product categories including textiles, furniture and lighting, woven design appears handmade and slightly rustic. Hand woven fabrics are important for bedroom and living environments in particular, introducing a tactility and comfort into the home.



@Bottle-Up

Mixed Materials

A mixture of materials such as ceramic, wood and cork are combined to add traditional decoration across product design. Adding texture and tactility, terracotta ceramics and rattan are combined for kitchenware while woven trims are wrapped around tinted glass for decorative lighting.



@Hiroomi Tahara



@Makana Home



@Naomi Paul



@Una

Expressive Painterly Marks

Abstract and expressive painterly marks across decorative accessories and prints have a hand-rendered quality. Mark-making effects and handpainted textures work particularly well for bedding and textiles within the home, while for wall art and greetings a blend of florals and bold shapes are key. Color blocking and expressive pattern add personality and high energy to this vibrant, summer trend.



@TASA Project



@Mirador



@Trend Bible

Iberian Spirit forms 1 of 4 trends published in our Spring Summer 2018 Home and Interiors trend book, available to buy now from our online shop - www.trendbible.com/shop.

For more information on how trend forecasting can grow your business, contact enquiries@trendbible.com.

To receive updates on the newest releases by Trend Bible and insight into the latest trends, sign up to free newsletter at www.trendbible.com.

Bound to Inspire Evan Dash

by Michelle Hespe

Evan Dash meets me at the International Home + Housewares Show in Chicago with a big smile and the firm, friendly handshake he is known for. It's been a decade since he left Macy's, where he was the Senior VP for Home, and it's been seven years since we last met when I wrote a story about how he was launching a new brand called StoreBound.

Back then, as it is now, StoreBound was delivering innovative products to market, created by designers focused on simplifying life and making it more enjoyable through great industrial design.

In Evan's own words, "StoreBound is a product innovation company. Our design team works with inventors, licensing partners and manufacturers to create, produce



and distribute innovative products to retailers around the globe. We believe that retail is still the gatekeeper to the community/consumer."

In the cool-looking space that is StoreBound's exhibition display, we're surrounded by an exciting

Seven years after launching popular housewares brand, StoreBound, the company's forward-thinking CEO, Evan Dash chats with Michelle Hespe.

array of new products. The PancakeBot is the world's first food printer capable of printing pancakes by automatically dispensing batter directly onto a griddle. Pancake designs can be loaded onto the PancakeBot via a SD card and then users can make their own pancake designs. The software comes with it, or users can browse through the online material that is updated with fun, new designs every week.

There also the Smart Table, called Sobro. It's elegant, modern and futuristic white, with a tempered black glass top. It has a built-in fridge, Bluetooth speakers, charging



ports, electrical outlets and even LED lighting to set the mood in your living space. The tabletop is a touch screen with a cool interface beneath the glass. Turn your TV on, answer the phone, charge your devices and get your work done, all without having to stand up.

I think we look at 'smart' in a different way," Evan says. "People, companies, they often come up with very contrived things that don't really simplify your life, and can make the individual dumber, actually. Smart products for us could be our waffle maker that cooks the overflow or this connected table, meant to truly

second chance to bring their ideas and dreams to life on TV. "It's always an exciting process bringing someone's idea to life, and we don't charge fees," says Evan. "If we think the idea is going to work and that the consumer will love it, then we take it on and make it happen."

It's clear that the grounding philosophy of StoreBound is based upon its mission to improve people's lives. "We want the consumer to love us, from the moment they experience the brand we want them to fall in love," says Evan. "That's the one thing that I am always preaching

consumer to make them smile. Color has the ability to brighten up your day. It's not an investment to bring color into your life. We have our marketing team selecting our colors and we work closely with Pantone."

StoreBound is also renowned for teaching people about eating real, unprocessed food. Evan and his team want people to live a healthy, happy life and to be inspired by the products and the plentiful produce most of us have access to. Their current catch-cries are "Un-process your food" and "If it comes from a plant, eat it. If it's made in a plant, don't."



make things better and easier for the owner."

Evan has been on Make Me a Millionaire, which is a U.S. TV show based on top engineers scouring the country looking for amazing ideas they're convinced can make big money. They track down the inventors and give them a

to my staff: If there is one thing about the job you're doing today that is crucial to us, it's that you need to get the consumer to love what you are doing and what they are receiving."

Color is also "wildly" important to Evan. "We've found that there is a pent-up demand from the

Inspiring, indeed.

"With our unprocessed movement, we want to keep it authentic. Our commitment is to humans, rather than simply to the environment. We want to do as much good as possible for people, without harming the environment. There is no better steward than Mother Nature, so if we all let her do her

Bound to Inspire *continued*



now. So our team is constantly creating more content and determining the best ways to engage with our followers. We then analyze our network and find useful

job, then we can focus on people and what they can do to lead better lives.”

This personal commitment to improving a consumer’s life is one of the things that has StoreBound gathering more followers by the day. In seven years, Evan and his team have created a rapport with their customers that many retailers can only dream about—they have over a million followers on social media now.

“Social media is something that I didn’t expect to become as crucial to a company’s success, as it is

information from the end user. Basically, we’ve created a 24-hour, seven-day-a-week focus group, and through that we can gauge the amount of likes we get and the types of engagement that we see coming from our social community,” says Evan. “There’s a ton of information there that we can use to leverage meaningful decisions, and this in turn, helps us

to decide where to make our investments.”

It’s worth asking Evan what advice he would give to retailers starting out now. He finds that question an easy one to answer. “Always control your destiny. It’s easy to go with the flow and let the current take you along with it. It’s a lot harder to blaze a new path or do things that really gain attention. Go down the road that inspires you, as it’s so much more gratifying. Then the consumer will truly appreciate what you and your brand stand for.” ■

To learn more about StoreBound, visit www.storebound.com.



SERIES #DKCS100
750 Watts. Inspired by luxury designer handbags, the Kitchen Couture Sandwich Maker brings a touch of style to your grilled sandwiches. With dual heating elements, non-stick sandwich plates and gold accents, it's one hot little number.

Sweetly Connected

by Michelle Hespe

We catch up with Paul Lowe, otherwise known as "Sweet Paul" to talk about how he injects emotion into his website, magazine, blog and online retail business.

Sweet Paul has made a living off the things he loves — cooking, baking and experimenting with an inspiring array of arts and crafts. It all started out with a little old blog.

"In October of 2007, I was living in New York City as a successful craft and food stylist," he explains. "And then I unwittingly transformed myself into Sweet Paul when I chose the name for a little blog I was writing."

Paul's blog became increasingly well-read, and today it's been incorporated



into the hugely popular website and magazine that's available both in print and online, at www.sweetpaulmag.com.

Paul credits his passion and talent for cooking and art to two women who adored his inspiring pastimes as much as he does today. They were his great aunt "Auntie Gunnvor" and his beloved grandmother, "Mormor," who raised Paul in Oslo, Norway. He pays homage to the two women by living by his late Mormor's motto: "Fullkommenhet er kjedelig," which translates to: "Perfection is boring."

The image is a screenshot of the Sweet Paul website. At the top, there is a navigation bar with the 'sweet paul' logo and several tabs: EAT, MAKE, KIDS, BLOG, SHOP, MAGAZINE, NEWS, and MORE-. Below the navigation, the 'Eat' section is active, featuring a large image of a peach crisp in a skillet topped with vanilla ice cream. Below this image is the text: 'Robyn Stone's Georgia Peach Crisp! + A Book Giveaway!'. To the right, there is a 'Latest' section with three article teasers. The first is 'Lavender Bird Cookies' by China Squirrel, the second is 'Carrot Cake Donuts' by China Squirrel, and the third is 'Watermelon, Strawberry, & Rose Jelly Cups' by China Squirrel. Each article includes a small image related to the recipe.

"They were not perfectionists, but they had so much fun with everything they did," he says of his aunt and grandmother. Carrying on their tradition, through his work and many creations, Paul wants to inspire people to create things and approach life, in general, with love. "If a cake comes out a little lopsided, don't worry, I'm sure it will taste great!" he says.

When Paul first started his blog, he never imagined that he'd be where he is today, with between 4 and 6 million page views per issue of the magazine, around 275,000 visits a month to his blog and over a half

The image shows the top portion of the Sweet Paul Magazine website. At the top, it says "sweet paul MAGAZINE" with social media icons for Facebook, Twitter, Pinterest, Instagram, YouTube, and Email. Below this is a grid of various cakes. A prominent banner reads "sweet paul 10 Cakes that are so BEAUTIFUL!" with a button that says "Click here for the recipes". At the bottom, there is a "SOLD OUT!" announcement: "I'm sold out of my spring issue, but you can still get my instant download PDF!" and an image of the magazine cover featuring a green cake with a plant on top.

This is a screenshot of the Sweet Paul website homepage. At the top, it features the Cricut logo and the tagline "The best machine for DIY projects!". Below this is a navigation menu with links for EAT, MAKE, KIDS, BLOG, SHOP, MAGAZINE, NEWS, and MORE. The main content area is titled "Make" and features a large image of a black French Bulldog wearing a colorful flower collar. To the right of this image is a "Latest" section with three featured articles: "Adorable Bear Giftwrap & Garland", "Flower Shaped Balloon Wall Decor", and "Marbled Sand Cake". Below the main content is a "Categories" section with icons for All, Artisans, Christmas, Decor, Dye, and Easter.

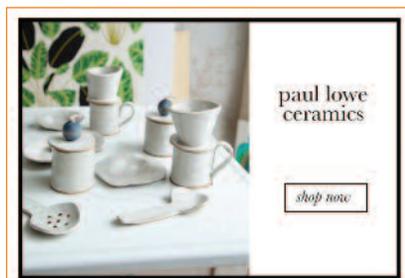
a million followers upon an array of social media platforms. "I'm still surprised every day, and honored that so many people love my work," he says.

There are many reasons why Sweet Paul is so popular, but part of the appeal is that the magazine and blog pull on the heartstrings, and the creations and content are often sentimental. Emotion is ever-present in everything that Sweet Paul does, and as he says, that's due to the love he puts into every project. "To me, it's all about making whatever we post personal," he explains. "We add little stories from my life and childhood and I make sure that the voice we write in is true to the Sweet Paul brand. I talk a lot in superlatives, with emphatic passion, as I want to make a connection with the reader. If we

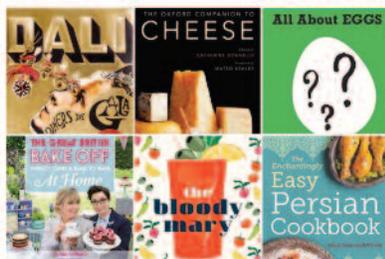
post something with brand partners in a voice that's not true to Sweet Paul, our readers can sense that."

Paul's stories are so endearing because they all have a personal touch. "I love using handmade props, often made by me, as I want the reader to see how much fun I'm having and the love I have for this work," he explains.

Inspiration shines through on the website, with everything presented in a light and bright manner. "I don't use many heavily filtered images," he says. "Much of my work is shot on bright white surfaces. However, I do think that there are so many websites these days that stick rigidly to one aesthetic, and they end up looking a bit cold and uninspired. I love a good minimal food shot



My Current Favorite Cookbooks!



on a white marble surface, but if that's the only style on your site, it can get a bit stale."

Paul recommends adding some lifestyle shots to a website's product pages, as it can add a sense of approachability and emotion. "I get sad when I see unhappy looking stone-faced models or cold, minimal over-filtered product shots," he says. "Show off a product in use, in a real-life environment, or let the viewer see a kitchen counter that might be a little messy because you're baking a cake or a warm

table-scape that shows off people enjoying a meal. These types of things allow people to connect and relate to the products more than standard silhouetted product images on white. Huge retailers are doing this these days. For instance, if you look at the Kitchen & Home section of Amazon, you'll see a lot of beautiful lifestyle photography, whereas a couple of years ago it was all silhouetted kitchen appliances floating on a white background."

Paul doesn't regularly follow other websites and he's not a fan of following trends. Instead, he simply focuses on producing unique, fresh, fun content. "There are so many places aside from the Internet to get inspiration from, and I'd never want to try and replicate anything I see from others online," he says.

"I love to travel, shop, walk around my city and get inspired by the interesting people and places I come across. I don't care about trends, as I believe in making my

"I talk a lot in superlatives with emphatic passion, as I want to make a connection with the reader."

own. Sometimes I even take a counter-intuitive approach with colors — for example, creating a white Halloween story, or I love a blue-themed Christmas."

The fact that Sweet Paul is authentic and his website is so emotionally charged is no doubt why so many people are attracted

Sweet Paul's Golden Rules for a great website packed with emotion

- **Be original.** Cement the essence of your brand and produce authentic images and content that sing about your brand.
- **Work with the best people you can afford.** Listen to their ideas and be open to letting them be creative!
- **Be genuine.** Readers and consumers can spot a fake right away.
- **Be approachable.** People want to be able to relate to what they're looking at. They want to hear a voice that's talking to them and showing them a world that they can imagine themselves in.

to his brand. That emotional pull not only comes from Sweet Paul, but from the wonderful women who raised him to have fun in life, teaching him to spread the love. "I'm a bit of a softie, but don't tell anyone!" he says, laughing. "But

honestly, I feel the best way to engage readers is by being genuine and doing everything I

do, from the heart. If I LOVE something, people know it. The Sweet Paul voice that I use always focuses on what I love and what makes me happy." ■



Making a Mark: Create & Captivate on Social Media

by Michelle Hespe

As a retailer, you know that brand is everything. If you don't have a great brand story, potential customers won't stop, listen and look at what you are offering, and the sales won't happen. It's that simple.

So how can you be heard and be seen in a saturated market and in a world where people are busier than ever? Melissa Maker—businesswoman, YouTube star, author and creator of cleanmyspace.com—knows many ways to go about strengthening your brand. Right in front of you on social media there are some things that she believes you should be doing right now in order to stay relevant, and to ultimately ensure that your brand is an ongoing success.

Here are Melissa's top five ways to strengthen your brand through social media:

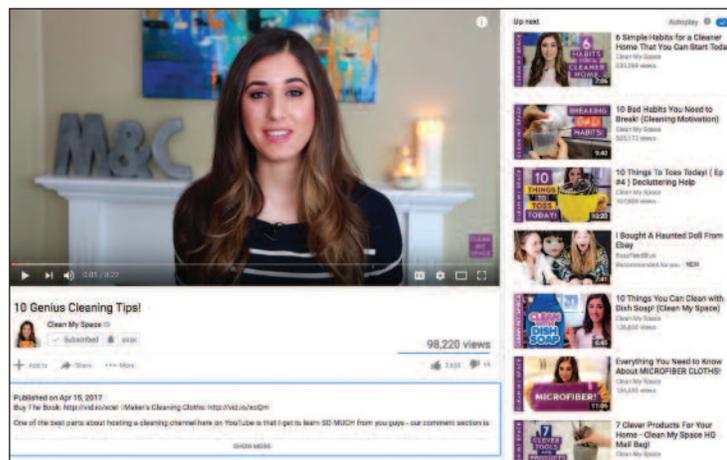
1. Take captivating photos

The interesting thing is that the tastes of your audience - your target market - is a moving



target," explains Melissa. "They are always shifting depending on trends, news and shifts in culture, and when it comes to producing photos that captivate, you need to understand that climate and reflect it in photography. And when taking photos, one of the most important things that you can do is create consistent photography that reflects your brand. It should be clean, bright and always convey a familiar message."

Melissa and her team at Clean My Space are currently readjusting their branding strategy and creating a theme that people identify as being in-line with everything her company stands for. They are applying the same types of filters and effects to all images used and ensuring that the use of color is consistent throughout all messages.



Michelle Hespe speaks to Melissa Maker about growing your brand's presence through five easy 'social' steps that you can take right now.

"If your thing is to always be funny, you captivate by creating funny photos. If your thing is inspiration, you captivate with inspirational quotes on your images," she explains. "You need to think about what your target market wants to see, then deliver that in a consistent way. People also want that visceral pull – they want to be made to feel happy, excited, encouraged, and that can come from captivating photos that touch their hearts."

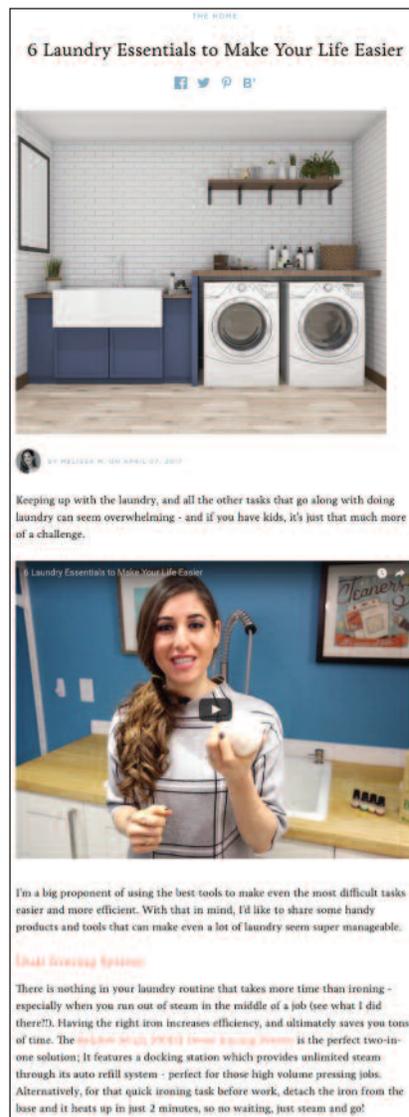
2. Use proper tags and callouts

There's a major difference when you are using Hashtags (#) and Call-outs (@) for personal reasons and when you are applying them for business.

On personal Instagram feeds for instance, many people use silly/funny/cute/annoying hashtags just to amuse their friends, but too many hashtags on a business feed is the equivalent of shouting 'Sale! Sale! Sale!', spamming a customer or forcing too many things upon someone. It will make them lose interest," warns Melissa. "And even if you think you are being clever by using a hashtag like: #myshopisawesome, no one is following or searching for that hashtag so it isn't going to be

successful. You will not reach your audience, and that's the entire point of hashtags. People search for things like #flatware (if that's your business) and if you do it right, your posts should come up.

"You need to think about what your target market wants to see, then deliver that in a consistent way."



"Be selective. Research the trending hashtags and use them. Instead of using 20 watered down hashtags, use five potent ones," says Melissa. "And take the time to format a great post where the

hashtags are hidden. This is called Burying the Hashtag, and there are

many YouTube videos on how to do it. Using too many hashtags comes across as obnoxious. So craft your post well and use hashtags in the way they should be used: as identifiers."

3. Create a brand story

Creating your brand's story requires a true understanding of who comprises your market. Melissa recommends starting by envisioning your audience not as a nebulous group, but as an individual or a couple of individuals.

"You might have Rachel for instance, who is a mother of two who loves to bake and throw dinner parties, and you might also have Samantha, who is 12 and loves baking, and all things related to cupcakes. They are your audience, and you need to understand both of them," she says. "You need to put a name to the face and learn how to appeal to them, not on a sales level but on a personal level. Then you can craft a story around

Create & Captivate on Social Media *continued*

your products to engage them, with their personalities and interests in mind. You want to appeal to their emotions.”

Melissa learned to do this while creating cleanmyspace.com. “We took a close look at our demo and found out who they

were,” she says. “We engaged with them one-on-one, on YouTube and on social media and got a feel for how they liked being spoken to. We learned quickly that they didn’t want Melissa to be staring down her nose at them in fancy clothes—they wanted her there scrubbing

the toilet with them. I love to dress up and be fancy in my personal life, but when I am filming for YouTube, I wear nice jeans or yoga pants; just things I would wear around the house. We carefully considered what our various audience components wanted to hear and see, and built the brand story around that.”

4. Create and follow hashtags: learn from the pros

Once you have worked on consolidating your brand’s message and gotten to know your demographic, take a look at some great brands that you admire. Some of Melissa’s favorites are TheInspiredHome.com, davidstea.com, swellbottle.com and methodhome.com so she follows them and keeps up with what they are doing and how their audiences are responding.

“Follow some brands and see how they use hashtags and callouts, and also look at how they convey their brand, their story,” Melissa says.

If you start following some brands that you love, you’ll see some of the tricks of the trade in action, and you can see what works and what doesn’t work with their audience.





One thing that always stands out to Melissa when she follows a brand is quality. “You can be

“Be consistent in everything you do; think about beauty— aesthetics are important.”

quality-driven or price-driven, and with social media, being price-driven doesn’t work so well as it seems too much like sales. Again, appealing to the emotions is how you get through. You need to sell a lifestyle. You need to tell a beautiful story. When I see the products on davidstea.com, I want to sit down with a cup and have beautiful things around me. The company has sold me its story, and I want to be a part of it,” she says.

5. Use the ‘Live’ feature to keep people coming back

One of the latest social movements to gather momentum is being “Live” and the best thing is, it’s easy to do. Simply prop up

your smartphone and film while you speak and show someone your products, introduce them to

your brand. “It’s really fun, and it’s really low-tech so anyone can

do it,” says Melissa. “Just make sure you have good lighting and the phone is stable. And have an assistant or a friend moderating the audience’s questions while you speak, as it’s hard to talk and answer questions.”

The great thing about being “Live” is that businesses can organize panels of speakers or Q&A’s with their audience, and the conversation can go back and forth. “But you have to give people a reason to be there for your live appearance,” says Melissa.

Telling your audience that XYZ Bottle Co. is showing off its new products at headquarters over live stream is no big deal.

However, if it was a well-known athlete or a well-known YouTube star going ‘Live’ at the XYZ Bottle Co.’s office talking about how to stay hydrated during fitness, then the audience has many reasons to watch: to see the product of course, but also to watch and learn. What you are aiming to do is keep people interested. It’s all about giving people a reason to watch your brand ‘Live’.

As they say, there’s no time like the present, so now it’s time to put Melissa Maker’s tips to the test. Take these five easy social steps and while doing so, always remember to tell a story and appeal to people’s emotions; be consistent in everything you do; think about beauty— aesthetics are important. And weave in value for the customer—give them a smile, a discount, a great day or an awesome product. Most importantly, give people a reason to come to you and a reason for them to come back. ■

For more information on Melissa and Clean My Space, visit <http://cleanmyspace.com>.

And, be sure to check out Melissa’s new book, *Clean My Space: the secret to cleaning better, faster, and loving your home every day (Avery)*, available on her website and at other retail locations.





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