

home + housewares inspiration

ISSUE

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The Recipe for New Ideas

Love and passion for what you do – that’s the start of the recipe for success across industries, and the one thing in common to the people featured in this issue of *Home + Housewares Inspiration*. They’ve each used their unique drive to develop wonderful ideas and concepts that have turned into successful endeavors.

In this issue, Katrina Markoff of the Chicago-based chocolatier Vosges shares an experience-based, four-step process for creating a new collection. Howard Chiu of THAT! Inventions tells how he and his team have a more scientific approach to problem solving and idea creation.

The IHA Global Innovation Awards (*gia*) experts again highlight that success starts by knowing your own business – your strengths, your key customers, the message you’re looking to convey. To that, love, passion and inspiration are also needed to develop new and successful ideas to keep your business interesting and growing.

These ingredients can be found within this magazine – and, in a more in-depth and strategic way at the *International Home + Housewares Show* in Chicago in March.

At the Show, along with the more than 2,200 exhibitors featuring their latest products, special areas showcasing

design and innovation include the *Discover Design Expo*, the *IHA Smart Home Pavilion* and the *Inventors Corner*. Additionally, the Show offers over two dozen seminars and presentations providing information on new and emerging trends and the ever-changing needs of the consumer.

We welcome you to enjoy this issue of *Home + Housewares Inspiration* and hope you’ll join us at the Show in March!



Piritta Törrö
International Marketing &
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publishingbychelle.com

Reimagined Stores: Why We Need Display

by Martin M. Pegler

I recently received a copy of a popular trade magazine, *Chain Store Age*, that had these words blazoned across the cover: "REIMAGINED STORES." Though I am not really that active in my chosen field—I am like the proverbial old-time fire horse, let out to pasture, who still responds to the fire alarm sound though the horse has been replaced by trucks—my interest aroused, I quickly turned to page 18 where the story began and, with magic marker in hand, began to read.

It turned out to be a series of mini articles written by retailers, store designers and branding specialists as to what the store of the very near future will look like. The introduction summed it up: "The age of brick and mortar is far from over, but the rules of the game are changing fast. Going forward, most retail stores will no longer have the luxury of just selling products. Determining and filling a larger purpose, and shaping the physical space to it, will be essential."

Now, by nature and life-long practice, I am a display person, a visual merchandiser, a being who strongly believes in PRESENTATION, how you SHOW is how well you sell. And, as a college professor for over 30 years with thousands of students who I hope I indoctrinated with my beliefs, I perused the assorted statements looking for where do my "disciples" fit in the new store design scheme. Not surprisingly, there was no mention of visual merchandising or display, yet there were references to "showroom concepts" where fewer items would appear on the floor, but the ones that were would allow shoppers to touch, try and/or taste the offering. Ken Nisch, chairman of the JGA design group, in his contribution called for a "gallery" that would "showcase" the products.

Who designs a showroom or a gallery? The architect or store planner. But, who arranges the pieces that tell the story simply and succinctly and stylishly? If your goal is to create a giant "walk-in closet," as called for in another

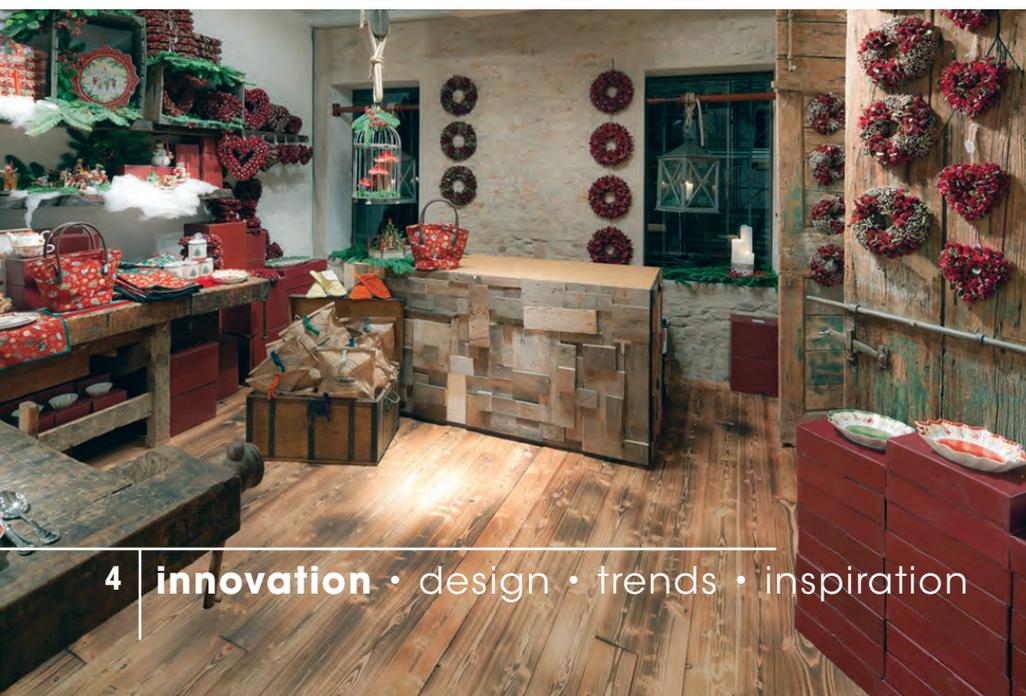
Martin M. Pegler is an author, editor, educator and lecturer, and has been a professor at the Fashion Institute of Technology in NY for over 30 years. He has worked with the IHA Global Innovation Awards (*gia*) from the beginning of the *gia* program in 2000, as an Expert Juror, and since 2016 as an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



contribution, it takes the talents of a visual merchandiser or merchandise presenter to plan and configure this space. It doesn't just happen—especially not if you want it to be attractive and effective.

Jill Standish of Retail Accenture visualizes the store as "a showcase for discovery and engagement for the brand" and "consumers may use the store for ideas and inspiration." There is no mention as to who or how the "showcase" will be turned into an inspiring, idea-enriched presentation of product.

The assorted contributors to the article agreed that the future store will be the place for people with well-developed thumbs. The next generation of retail stores will be technological playgrounds full of special devices, stores for the app-adept and computer-minded consumer.



In a next generation store, you won't have to get undressed to see yourself in the new garment. A new device will show you how you will look. You are only a few taps on a convenient tablet from ordering and paying for this illusionary outfit. While waiting for your package to miraculously appear, you can sink into a comfortable sofa in the communal area and listen to some music, check out the artwork of a local artist, get information about the surrounding area, visit with a fellow shopper or catch up on some calls you missed. The store of the future will be heavily involved with place and community and designed to be more than just a retail setting.

BUT, whatever you are selling and how

you are selling it will be geared to a techno-sophisticated audience. From the people who offered their visions of the future of retail, there were several well-known and respected retail store design firms, so we know that physically the spaces can be designed and technologically furnished with ever evolving time-saving elements.

Who is going to make it work? Who has the talent, the creative imagination to turn a wall into a "gallery" of fashion? Who is going to turn a "giant walk-in closet" into an apartment or home that is furnished in a particular lifestyle?

Now, more than ever before, the visual presenter—the display person—is and will be needed to handle the merchandising requirements of these

stores that are already being planned and, in some ways, prototypes are being built. To "sell" products and at the same time promote the brand requires imagination, flair, the ability to communicate without words and the talent to combine them all as needed.

Maybe the stores of the future will not need a person to stack the volume of products available on shelves or floor fixtures because we will no longer shop that way. However, we will need someone with the ability to put together vignettes or lifestyle arrangements that show what can go with what and suggest alternative accessories. Imagine a gallery of homewares products arranged by lifestyle along one wall with slide in or



Reimagined Stores: Why We Need Display

continued

drop in panels with alternatives, or a showroom where fully dressed and accessorized mannequins stand before artwork panels suggesting places to go or things to do in the outfits on view.

Now, put the client or customer in front of the display presentation with an iPad or tablet, picking and choosing the items he or she likes or would like to try on, or purchase. In the latter instance, the client then fills in the required information and retires to the communal area to comfortably wait until the order is ready for pick up as the client exits. If it's to try-on, then the shopper enters into the specially equipped booth—stands before the "magic" mirror—feeds in the desired outfit numbers on the tablet provided and soon sees her or himself "dressed" in the selected garments. The consumer can change outfits or colors by just thumbing in the new numbers, or connect with a salesperson if there is a question that needs to be answered. That is how we will be shopping in the near future—or is it?

In some ways this feels like shopping many, many years ago when there were catalogue stores. Instead of products on display there were catalogues to peruse and order forms to fill out. There were little or no samples to touch/try/taste. There was nothing to feel but the worn out pages of the raggedy catalogues. Then there was the endless wait for the Wells Fargo wagon to come and bring you your long anticipated purchase.

In comparison, our future looks more interesting, definitely more exciting and even eventful. And, with good visual presentation and displays, much more attractive and entertaining. ■



The Fresh Face of Retail

by Michelle Hesper

We speak to Anne Kong, expert juror from the IHA Global Innovation Awards (gia) program, about fresh trends in sustainable retailing.

When brands like Apple make big changes in their approach to retail and branding, you know there's change a-foot. In Apple's new stores, the products are still the main drawcard, but the clever place-making is what makes people linger longer. Cozy leather seating beneath trees in indoor gardens, staff milling about like friends, wooden furniture that could be in your own home, and lighting that seems more like natural sunlight all make for a calming, lovely space.

As the retail industry turns another vast and sweeping corner, the new Apple store is one example that highlights



three sectors in sustainable retail fit-outs where new trends are emerging: place-making, lighting and use of wood materials.

Place-making

Place-making has always been around. Essentially, it's what any business (or the government when it comes to public spaces) aims to do: create a

Starbucks Reserve Roastery and Tasting Room, Seattle WA





McCormick World of Flavors, Design by JGA, Southfield MI

great place where people feel welcome and happy. Most of us also do it with our own homes—create places that make ourselves and others feel welcome enough to want to stay.

Although everything is becoming “smarter” and technological developments continue to pop up at breakneck speed, people are increasingly drawn to spaces that feel more connected with the “real world.” More and more spaces and places are promoting organic, holistic living and the benefits of being more grounded, social and even philosophical.

Place-making is a relatively new term in brick & mortar retail, because as more and more people shop online, it’s more crucial than ever that retailers create places and spaces that make people want to venture to them, and stay for longer than they normally might.

“Materials and production processes are essential in communicating the essence of brands and the brand story,” says Anne Kong, an educator and designer specializing in Visual Presentation, Exhibition and Special Events. “And we realize that the store environment is more than a space to sell goods; it is a place for the shopper

The Fresh Face of Retail

continued

to connect with the brand socially, make memorable experiences and develop a loyalty based on the look, style and feel of the brand. Materials play a convincing role in brand recognition as they visually communicate through rich woods, bold color, invigorating texture or soothing fabrics. Materials are essentially the ambassadors of the brand.”

Light

Retail store lighting is another sector undergoing a rapid change relating to sustainability.

“Completely overhauling a store’s existing system with new LED lighting can be extremely expensive, and it can take three to five years for the savings to be realized,” says Anne in the new book she co-authored with Martin M. Pegler, *Visual Merchandising and Display - 7th edition*. “This has generated the more affordable trend of upgrading as opposed to complete refurbishments for many stores. The most popular trend in lighting is energy-saving retrofits. Retrofitting is a term often used when converting older, outdated lighting technologies.”

Anne says that retailers are seeking new sources for light that are more energy efficient, and that the latest lighting is OLED — organic light-emitting diodes.

“OLED comes in the form of large, flat wall or ceiling panels,” she explains in the book. “Without using any bulbs, the panel-shaped fixture allows for a more even distribution of light over a wider space without the need for additional components to distribute the light. Due

OLED: DLC LumiSheet,
Courtesy of Anne Kong/Globalshop

to its low intensity, there is very little of the glare and harsh shadowing that you might get with single-point lighting. OLEDs are known for producing the kind of high-quality illumination that closely resembles natural sunlight. Although many high-end LEDs have been able to achieve this, OLED also tends to be superior at bringing out the true colors of the store surroundings, fixtures and merchandise."

Wood

Anne's new book also has a section on the use of wood in retail fit-outs. "Designers are now commonly mixing wood with other raw materials to achieve urban appeal or Zen style, or to send a message about sustainability to their clients," she says.

"Hundreds of wood varieties have flooded the marketplace, including wood that is recycled or rescued. Wood rescued from beneath waterways, or taken from existing building structures, is currently one of the most popular materials for store environments and fixtures. Fortunately, reclaimed wood helps to reduce the need to harvest existing forests to meet the current demand." ■



Starbucks/Tazo Tea Display,
Fixturing by ALU International - www.alu.com

Guide to Effective Retail Store Design

by Martin M. Pegler

If RETAILING is your chosen path of livelihood, here are some simple guidelines you might like to consider when planning your retail store.

1. Let there be light!

Without the proper light the merchandise cannot be seen or judged, colors cannot be appreciated, coordinates cannot be assembled, nor buying decisions made. Let your light be the best you can afford to install and use—or, if necessary, skimp on something else and put the extra money into your lighting system.

2. Invest in good store design and fixtures

Let the look of your store reflect your fashion image, the quality of your merchandise and the class or target market you hope to attract. Do not aim too far above your customers' expectations or sink to their lowest denominator, but rather be the very

best you can be for who you are, what you sell and to whom you are selling.

3. Create a comfortable and inviting ambience

Make your store customer friendly. Make entering irresistible; make it comfortable to be in and pleasant to move around in. Keep it warm—but not too warm in winter, and cool—but not too cold in the summer. Remember that the customer is the guest you have invited into your house of business, so make her or him feel welcome and wanted.

4. Have effective visual merchandise & display

Show your merchandise in simple, clearly presented, easy to grasp and easy to shop situations. Take the confusion out of shopping by merchandising either by color, by category, by size or by price. Whatever your store's specialty is—cluster your

products either by size, category or whatever—but do show them in color-coordinated clusters. Tell "color stories." This not only helps to make the product easier for the shopper to see and understand, but also helps to make the whole selling space seem neater and more organized. Do whatever you do from the shopper's point of view—and viewing. See the store as he or she sees it and help your shopper quickly and easily find what he or she is looking for.

5. Use displays to animate the store

Use displays within the store to indicate where product types are stocked and show how the products can be worn, used, coordinated and/or accessorized. It is "Show & Sell" time and an opportunity to give form and dimension to merchandise that is either neatly folded and stacked or limply hung on hangers. Add props





and decorative accessories for seasonal accents or to promote lifestyle usages. Highlight the displays with good, strong, flattering light and then surround them with the stock for the shopper's selection.

Displays can act as focal points to break up the traffic movement in the store, provide visual entertainment stops where new products are introduced, and make sure that the shopper gets full exposure to the complete range. Displays can lead shoppers throughout the store.

6. Select light & texture over color & pattern for the environment

Avoid strong patterns and overwhelming colors on walls and floors and near your presentation of products. Rather, depend upon light and textured materials for interest and contrast. Keep the strong accent colors for special areas, or for special occasions like seasonal changes or holiday promotions. Use them on focal walls to dramatize display settings, a unique piece of furniture or a fixture. Colors can be used to "alter" the physical space: warm or hot colors bring the walls into the space and seem to lower the ceiling while the

cool colors can "push" back the walls and raise the ceiling.

7. Do not minimize the importance of the dressing room

If your store sells clothes as well and has a dressing room, make sure to do it right. The dressing room or try-on room is "the moment of truth." It is here, in front of a mirror, where the purchase is actually made. Make your dressing room as spacious and as comfortable as you can afford to make it, and be sure that it is suitable for your particular customer. Different age groups and different types of merchandise require different kinds of dressing rooms—and even the spaces may vary. Whether the mirror is in the dressing room or just outside it, be sure you illuminate the mirror's surface with the best and most flattering light. Not only do you want to enhance the color of the garment but—even more—you need to flatter the shopper in the garment. If she glows—the garment goes with her.

8. Provide proper amenities

Simple amenities are today's necessities. Little things do mean a lot to a shopper in a hurry and looking for comfort along with quality. What was once an extra nice touch is today

expected to be part of the shopping experience. Seating should be available for tired shoppers as well as those who must patiently wait out the trying-on process. Make the waiting visitor—especially a male one—comfortable and welcome by providing something to occupy his time—magazines and newspapers to read, TV to watch, a cup of coffee or a glass of wine. Mothers with small children pulling on their arms are more likely to shop less than one who knows that her children are safe nearby watching TV or happily playing while being supervised by a responsible store attendant. It is also easier and more conducive to shopping when the shopper is unencumbered with parcels and heavy outerwear. Consider the possibility of offering some sort of checking or storage facilities. Since your shopper is your guest—treat him or her like one.

9. Entertain the customer—but properly

Entertainment! What could be a pleasant and relaxing entertainment for one segment of the buying public can be a nerve-shattering experience for another. Music is fine but tune in on what your target market's preference is, and at what decibel he or she likes to

Guide to Effective Retail Store Design

continued

hear that music. If your store's clientele really runs the gamut, either find a happy in-between or just keep it down to soft, soothing "new wave" music—or just blissful silence. TV monitors make great entertainment—or they can be totally exasperating. Again, what appeals to your target market—your customers. It is what is played, where it is played and at what level of sound. Remember—"Silence can be golden."

A small café or bar tucked into a corner of a retail store can be an entertainment—and a blessing. It can be a place where shoppers can refresh body and soul, meet friends, relax and build up for another bout of shopping. The longer the shopper stays in the store, the longer he or she is exposed to the merchandise and thus the longer they will shop.

10. Service is a must!

The oldest and the newest trend in shopping is SERVICE!! Customers value their time and their efforts. They don't want to have to wander aimlessly in a

store hoping to find what they want or need. They want service.

Service can be a human that greets them humanely and offers help and/or guidance. It puts a face and a voice to the store's image and takes some of the confusion out of the shopping process.

Service can be offered with easy-to-read, easy-to-follow signage that gets the shopper through the space and culminates in a successful purchase. Service can be and should be also found at the check-outs or cash wrap desks. They should be easy to locate and the cashiers should make the purchase procedure a fast and pleasant experience.

More sales are lost on the check-out lines because of the long waits, delays and inefficient service than in the dressing rooms where a garment is tried on. This final step is the ultimate test of the retailer's concern for his customers. It is what the shopper remembers and will affect her return to

The 10 rules, simply restated:

Let there be light.

Invest in good store design and fixtures.

Create a comfortable and welcoming ambiance.

Recognize the importance of Visual Merchandising.

Use Displays frequently and effectively.

Be careful of pattern & color in the store design.

Don't minimize the importance of the Dressing Room.

Amenities are today's necessities.

Entertain properly.

Service is a must, and a smile helps!

the store for an encore visit. Credits, return policies and follow-ups after purchases also make up SERVICE—and the store's image.

Interaction is a new "buzz word" in retailing. Shoppers interacting with the merchandise! The best form of interaction in the retail store is the interaction between two humans in the store: shopper and retailer. ■



Photos: NEXT HOME, Cambridge UK
Photographer: Andrew Townsend.



Trending Today – Hydration

by Michelle Hespe

At the 2018 International Home + Housewares Show in Chicago, the hydration trend will be spotlighted in a new pre-Show event featuring an innovative range of approaches to water bottles and hydration, created by companies actively helping people to protect the planet by reducing plastic waste.

In an era where people are more aware than ever that we need to protect and preserve our planet for future generations, many homewares/ lifestyle companies are striving to eliminate the use of single-use water bottles because of the massive amount of plastic waste that they create. You could call it a “hydration” trend, but trends are things that come and go, so a “movement” is a better way to describe what is happening in terms of people’s approach to drinking water. Hopefully, people across the world will continue to embrace this movement and the plastic water bottle will eventually become obsolete.

We caught up with two women in retail to talk about the hydration solutions that they are offering in their respective stores: Terri Winter, founder and director of top3 by design in Australia, and Lisa Cherry, a buyer for UK retailer, John Lewis.

“Water bottles are one of our largest sales categories,” says Terri, whose store only stocks original designer products deemed the best in their categories. “We look for water bottles of high quality that are easily cleaned and that cater to people’s different requirements. Some are super-light, some are double-walled and some flat for easy storage in a briefcase or to carry with your mobile phone, tablet or laptop. All of them ensure that the end user can easily keep their bottle close by.”

Terri explains that several years ago, Australians were concerned with having filters in their water bottles, but now her customers want to keep things simple, as they trust the country’s water supply. “The War on Waste series on ABC television had a large impact on both single-use water bottles and coffee cups,” she says. “People now want to do their bit – and save some

Water bottles that stand out from the pack

Dopper

This company’s bottles have a patented lid that screws off and becomes a little cup. The founders of Dopper want “to live in a world where people are aware of the environment, where we actively reduce single-use plastic waste and where everyone, close to home and far away, has access to safe and fresh drinking water.” Dopper also supports safe drinking water projects worldwide.

<https://dopper.com>



Hydaway

These bottles are as unique as they are collapsible, so they’re ideal for popping into a small bag and then filling up at hydration stations. The designer, Niki Singlaub says: “I was looking for a durable, stable, fully-functioning water bottle that collapsed enough to fit in my back pocket.”

<https://hydawaybottle.com>



Trending Today – Hydration

money in the process. And it's healthier to drink from a personal water bottle, because people drink more if they can just refill instead of buying bottles."

In the UK, Lisa agrees that the hydration movement continues to gain momentum, with their consumers moving away from traditional water bottles and looking for added benefits. "We're seeing a growing trend for alternatives to plastic, in particular glass and stainless steel," she says. "Customers love the versatility of stainless steel as you can keep your drinks hot or cold. Premium plastic water bottles are on the rise, and features such as Joseph Joseph's dot hydration tracker are enticing customers to trade up."

As Terri points out, most people don't even realize that they are in a constantly dehydrated state, and by the time their body registers that they're thirsty, the damage has been done. Water is thus a necessity in life. However, fashion is also now a big part of the hydration movement, with companies such as Doppler, S'well and Neolid ensuring that consumers can choose water bottles that look great as well as do the job.

"The look and feel of the bottle is always a drive to purchase, and new brands have re-invigorated this, making the water bottle a fashion statement," says Lisa. "Social media, as well as TV programs such as Love Island, have played a great part in this trend with

people instagramming their water bottle and adding personalization."

Terri couldn't agree more. "If people are going to carry a water bottle around, they want it to be a symbol of who they are," she says. "To be part of someone's daily routine, a bottle needs to fit into a person's life. So, although the fashion side might seem frivolous at first glance, it is a legitimate step towards drinking more water for health benefits."

Terri also points out that S'well recently released a limited-edition, Swarovski crystal-encrusted water bottle. "This is a symbol that the water bottle is more than just a water bottle to many people," she says. "They're a part of your life and a sign to others that you take care of yourself."



Neolid

The Neolid TWIZZ bottles (in a range of funky colors and designs) have a revolutionary patented closure system, and it keeps drinks hot for two hours and cold for six hours. The unique sealing system ensures no drips escape this cool looking bottle that is made to last.

www.neolid.com



Black + Blum

Black + Blum have a range of super smart water bottles, however its latest innovation is a water bottle called Eau Good, which has a protruding notch on one side that a Japanese binchotan charcoal stick rests against. The Japanese have used this clever method of removing impurities from the water for centuries.

www.boxappetit.com



Highwave

Highwave is renowned for creating the first travel mug for dogs. Public water bowls can contain harmful pathogens, so the AutoDogMug is a one-handed hydration system for dogs. Squeeze and water fills the bowl for your pup to drink from, release and the remaining water returns to the bottle.

www.highwave.com

S'well is continually defending its brand against illegal copycat companies producing fake bottles, yet the brand continues to grow year upon year as more and more people want the real thing, experiencing the benefits of quality design. "Cheap copies will cost you more than what you saved," Terri warns. "There can be harmful chemicals in cheap plastics used in copycat products—it's always important to look for BPA-free products."

With healthy living being another movement happening simultaneously around the world, the hydration movement is being further fueled. "Products around healthy eating and healthy living are resonating more and more with our consumers, and this a

primary component in a purchasing decision," Lisa says. "Consumers are becoming much more aware of the environmental impact of plastic, as well as the economic drive to save money. Furthermore, consumers are also interested in using more environmentally sustainable substrates as well as substrates with perceived health benefits or functionality."

The hydration movement will undoubtedly continue to flourish in 2018. "Our existing brands will continue to deliver new innovations and we have a wellness campaign launching in January 2018, where hydration will feature heavily, showing customers products that can help them to live a healthy lifestyle," says Lisa. ■



SiliconeZone

The Popple water bottle was designed by Karim for SiliconeZone. In a range of fun, zingy colors (hot pink, lemon and lime) and a classic black, the collapsible bottle is created from non-toxic, FDA-approved, BPA-free silicone and has a twist-to-open cap with a wide opening. The soft straw retracts when closed, and it has a handy silicone ring for carrying it about.

<http://siliconezone.com>

trending TODAY preview!

- Featuring up to 60 exhibitors with hydration and hydration-related products
- Open exclusively to buyers and news media
- Running concurrently with the New Exhibitor Preview

8:00-10:00 am
Saturday, March 10
Room S100/Grand
Ballroom, South Building



Discovering Design: **THAT! Inventions**

by Vicki Matranga

When Howard Chiu, Jung-Ya Hsieh and Ta-Wei “Dave” Chien formed THAT! Inventions in 2013, they discovered that they had a common scientific approach to problem solving, based on their experience in practical research and development systems. They shared a passion for creating something from nothing and building a brand from scratch. With a single prototype and their belief that they could succeed, they began to investigate materials science and temperature control.

Setting their goals for innovation, design and practicality, the trio developed products that are unique, beautiful and convenient. Based upon temperature

management, the items chill or warm food, enhancing enjoyment of food and friendship at social gatherings. Their first product, a butter knife now named SpreadTHAT! and launched at the 2014 International Home + Housewares Show, was recognized as a finalist for the IHA Global Innovation Awards (*gia*) for product design. The following year, their ScoopTHAT! ice cream scoop and HeatTHAT! microwave-heated coasters with matching ceramic serveware were named best in their categories in the 2015 *gia* awards. Subsequently, their growing line of elegant kitchen and tableware products continue to collect international honors, including the Red Dot and IF awards, for design and innovation.

Vicki Matranga, Design Programs Coordinator at International Housewares Association, talks to Howard Chiu, CEO and co-founder of THAT! Inventions, to learn more about the company’s history and approach to design.

IHA: Howard, tell us about your company’s beginning.

HC: At our very first trade show in 2014, our butter knife was selected as a finalist for *gia*. This proved two things to us: First, that a viable solution for my kids’ problem with spreading cold butter on toast was also a viable solution to the consumer at large. And second, that our joining of engineering and the corresponding design elements was a marriage made in heaven. This pivotal moment at the Housewares Show gave us the



Discovering Design: **THAT! Inventions**

continued



confidence we needed to replicate the same engineering and design process for our next innovations.

IHA: You were trained in the U.S. as an engineer and materials scientist. How do you keep up with rapid technological developments and find inspiration when designing new products?

HC: We stay tuned in to new technologies and materials and advancements in science. To that end, we stay connected with a handful of government and private research organizations such as the Metal Industries Research and Development Centre, Textile Research Center and the University of Washington incubator program. We then try to match new sciences with a consumer need. Nothing drives that point home more than seeing my own kids get frustrated while tearing toast or shed a fake tear while claiming to have been “severely burned” by soup that’s too hot for them – the seemingly lukewarm soup might make use of a sensor technology and an advanced color pigment to turn the soup spoon red before the kids complain about it.



IHA: How did you choose the company name?

HC: I came up with a dozen names for the brand and everyone on the team voted for them. I knew this was the best of them because I had in mind a brand umbrella, under which every different product shared the same root of the brand name. And that was reinforced by public response. When first faced with our avant-garde designs, most people can’t help but exclaim, “Wow! THAT’S amazing!”

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

HC: We rigorously enforce a nine-step “G-process” that funnels each inspiration through “gates” or checkpoints, such as user experience evaluation, consumer feedback, market positioning study and mass production feasibility. An idea will be archived if it fails at any of the nine checkpoints. At any given time, we may have 20-25 raw ideas going through the G-process to weed them out. It is also curiously nebulous how we identified some of our most successful products early on during this process. It’s almost like magic – intuition tells us that a particular innovation would make it through and be successful.

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

HC: We validate a few selected products via Kickstarter and a couple more via focus groups. As extensive as the feedback was using those methods, we still get plenty of surprises when a product actually enters the consumer world.

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

HC: The future of design considers a broad knowledge base of materials, engineering, science, symbology, user experience and user interface, aesthetics and most importantly, how to enact consumer paradigm shifts to achieve disruptive innovation. What do future cooks expect to see and do when they walk into the 22nd century kitchen? What does the future food preparation process look like in our mind’s eye and what will people care about the most during that process? Design is the key that leads to disruptive disruptions and will inspire even better innovations in our industry.

To learn more about THAT! Inventions and its products, see www.thatinventions.com.

For more interviews with interesting designers and housewares innovators, visit the Discover Design blog, <https://blog.housewares.org/category/show/discover-design> ■

Connected SOULS

by Jenna Galley, Insight Editor, Trend Bible

A deep connection with the home unites trends this season. Soothing, contemplative, yet highly functional in terms of technology, the home affords its occupants a quiet environment to focus on betterment of self.

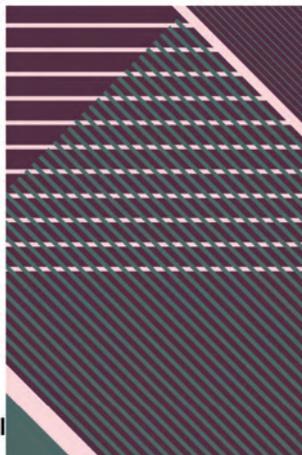
Connected Souls, as forecast in our Autumn Winter 2018/19 trend book, instills a sense of serenity into the home and allows us to change the energy soothing our body and mind. Yoga provides inspiration for this story; from a broader perspective, it promotes emotional introspection and from a design perspective, it influences a soothing, clutter-free environment.

The home becomes a distraction-free place where decoration is quiet and restful, adding a sense of calm. Technology blends in and flows seamlessly and instinctively with our everyday needs. Providing an exclusive preview into this trend, we explore some of the key design elements.

Color

This soothing palette combines soft greens and grey-tinted blues that can be layered effortlessly in any room. Deep burgundy and vibrant turquoise provide depth and contrast while delicate pink continues to be important for interiors this winter.

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.



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Flowing Lines

Shapes and motifs take on a curved and flowing formation. This is especially key for print direction, textiles and ceramics. Engraved patterns and unusual looped shapes add interest to simple wooden and ceramic pieces, creating a calming and tranquil mood.



Padded & Quilted

Simple design features with a focus on materials create an aesthetic for relaxation. Adding a low-key tactility to furniture, padded and quilted fabrics adorn cushions and upholstery, creating a restful and comforting environment.

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Arches and Curves

For product design, shapes are ordered and controlled, helping to generate a feeling of calm and contemplation. Used subtly throughout the home, arches and curves add minimal and understated decoration to staple pieces. Standalone mirrors and wall lights are updated with large curves, and bold lines are created through arched LED lighting.

Connected Souls forms one of four trends published in the Trend Bible Autumn Winter 2018/19 Home and Interiors trend book, available to buy from their online shop at www.trendbible.com/shop.

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

To receive free monthly trend updates by Trend Bible, sign up for free newsletter at www.trendbible.com.

Trend Bible will be presenting some of the key trends for the home that retailers should be responding to for 2019 at the International Home + Housewares Show in March.

To learn more, visit www.housewares.org/show/innovation-theater. ■

Home Home

by Michelle Hespe

We speak with Carley Knobloch, a smart home expert and consultant, about four trends that she expects to gain traction in technologically advanced homes during 2018.



@ Carley Knobloch

Carley Knobloch knows a thing or two about smart homes: She's consulted with HGTV on their annual HGTV Smart Home build for years, and is a regular tech contributor on the *Today Show*. Her home, a blend of California cool and high tech, was just featured in *Good Housekeeping*. To Carley, "A truly smart home is as beautiful as it is intelligent — the gadgets fade into the background, and come forward only to add convenience, safety or assistance — you just feel like life is easier."

There are four trends in Smart Home innovations that Carley feels are prominent right now and believes they will develop further in 2018.

Trend 1: Consumer Involvement from the Get-go

It was not long ago that the consumer only became involved in a product when it was released into the market. Once they could buy it, they could rate it, share their experience and offer feedback to the company that created it.

Today, with tools like Kickstarter, Indiegogo and GoFundMe, Carley explains that brands involve consumers with the product from the beginning, when concepts and innovations are being formed and prototypes are being experimented with.

"More and more consumers want to be involved in the development of products, and essentially it means that

the end-results are precisely targeted to the demographic at which they are aimed," she explains. "This requires that companies be more nimble and open to feedback, but the reward is that consumers are invested in your product before it even hits the shelves. Before this, brands had to cross their fingers that they got it right—now they know what the consumer does and doesn't want."

Carley also says that with prototyping becoming less expensive, it's easier than ever to test things out before something goes to market. "With things such as 3D printing and virtual reality, customers can send in ideas to brands, and brands can react, prototype and test quickly. Consumers might say to a company, 'I wish your product did this or that', and then companies can either embrace that suggestion or not."

Trend 2: Subscriptions & Replenishments

The next trend that Carley speaks about is how more and more companies are creating products that have replenishment options; essentially, a consumer subscribes to a brand and product, and connected appliances will re-order associated products when the consumer runs out.

The coffee maker is a perfect example. Once upon time, a consumer would buy a coffee maker and then buy coffee beans or ground coffee to use in their machine. Keurig, Nespresso and others revolutionized the entire industry by creating machines that use unique

“More and more consumers want to be involved in the development of products, and essentially it means that the end-results are precisely targeted to the demographic at which they are aimed.”



coffee pods, which are re-ordered by the customer.

“From taco shells to frozen yogurt makers, companies have a new revenue source through replenishment along with the sale of their hardware, and now the machine can actually do the re-ordering for you,” Carley says. “Your coffee maker will know when you’ve run out of pods and BOOM! They’ll turn up on your doorstep. Auto-replenishment will soon be common; many big brands will bring this convenience to market soon.”

Carley explains that Amazon is the most equipped to move quickly on this, as their personal assistant Alexa is tied to the massive e-commerce store (as compared to Apple’s HomePod or Google Home), and so it is making many alliances and growing rapidly. Carley says it will be interesting to see which brands team up with multiple partners and which ones remain loyal to one brand. For instance, Whirlpool might create dishwashers that only re-order dishwashing tablets from one detergent-maker, or they might create machines that allow you to re-order the detergent of your choice.

Trend 3: A Mobile Lifestyle

Our phones are with us always, so it’s no surprise that appliance companies are leveraging the power of apps to help us control our appliances, and keep us engaged.

“There are many products on the market that are operated by an app on your phone. An example is a toaster that comes with an app, so that you can operate the toaster from afar. You might think why would I need an app that turns my toaster on and off?” Carley laughs. But, if you are busy with a baby in another room and smell the toast burning, it’s easy to shut it down without getting up.

“The Vitamix Perfect Blend Smart Food Scale can help you create the perfect smoothie without having to measure ingredients,” she explains. “Add bananas and the app will tell you when there’s enough. You put ice in, and it tells you when to stop. This kind of smart product can help people have success in the kitchen, which reduces trips for take-out or restaurant food, so it saves time and money.”

Carley likes that this new trend is also helping people learn how to cook, and getting people cooking more in general.





continued

"I like to cook if I know I am going to have great results—there's nothing worse than failing in the kitchen and serving a meal you're not proud of," she says. "With the Heston Cue Smart Cookware, Induction Burner and app for instance, you learn as you go. It knows how to get the outside of the fish you're cooking crispy, then reduces the heat to cook the interior perfectly. I watch, and learn. People who can't cook have a better chance of creating nice meals, so it's a great way to get people in the kitchen. If it gets more people cooking at home, I am all for it!"

Trend 4: The Power of Voice

It's a trend that is literally booming, voice-activated personal assistant-like products are taking center-stage in the Smart Home.

"It's a miracle!" Carley says with awe. "We can talk to our appliances, and



© Gormia

they can learn how we like to prepare dinner and replicate results, it's incredible what is happening. Plus, thanks to voice control, anyone in the house can tell the oven what to do, instead of just the one person who had the app installed."

Carley has young children and explains that at first they had no interest in things such as controlling the window shades or lights. "But as soon as they realized that they could talk to the house, and it would obey their commands, they were really into it. They now love talking to the house and

trying to out-smart it."

Carley is excited about how voice control is already changing how we source recipes. "Say, 'find me a recipe for chocolate chip cookies' to Google Home, for example, and a highly-ranked recipe will come up, setting you up for the best chance at success with minimal search and effort. Then we'll get step-by-step instructions, without having to open a phone. Soon we may be at the point that we can ask, 'Hey Google, do we have all the ingredients we need to make cookies?' and our kitchen will know. Voice control is bound to change how we do everything in the kitchen—the Jetsons lifestyle isn't too far away." ■

Smart Home will be a key theme at the 2018 International Home + Housewares Show. You can learn more about the Show's Smart Home pavilion and Smart Home related events at www.housewares.org/show/ih-smart-home.

Also, check out Carley's blog at: carleyk.com.



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Top Retail Trends for Consumer Engagement

by Michelle Hespe

At the 2017 International Home + Housewares Show in Chicago, the four Expert Jurors of the IHA Global Innovation Awards (*gia*) – Wolfgang Gruschwitz, Scott Kohno, Henrik Peter Reisby Nielsen and Anne Kong – revealed the “Top Retail Trends for Consumer Engagement.”

The key message from the Expert Jurors was: “Nothing is more important than engaging with your customers. You need to connect to the customer on an emotional level.”

Technological developments and many other societal changes have transformed business and the world as we know it, and thus, the ways and means of engagement have changed. However now, more than ever, people want to be connected to something bigger than their own lives, and whether they realize it or not, they crave engagement. As a retailer, if you don’t engage with your potential and current customers, another retailer will.

WOLFGANG GRUSCHWITZ

“There will always be a David and Goliath situation in retail. One year it might be Walmart and this year it is Amazon,” says Wolfgang. “But the trick for a retailer is to connect with customers in a way that a competitor can’t. The question you should always be asking is: What do you need to do to make people enthusiastic about your brand? You need to give customers the feeling that they are in the right place at the right time. You need to offer them fun and excitement. They need to become so enthusiastic that they become loyal. You need to guess a customer’s needs before they know it themselves.”

Wolfgang also talks about cocooning people. “Consider harmony and aesthetics,” he says. “Look at innovative stores doing things differently – such as a bicycle store that is not just selling bikes. There’s a café in the store selling breakfast, and there are tours being sold. It’s a community meeting point. The business has created a social scene where people want to be and the customers get a feeling of being a part of something that will make them loyal.”

Wolfgang also advises retailers to look at

what problems they can solve for customers. “People want to know that things go well together. A pretzel and a beer. A throw blanket with cushions or an outfit put together well. As a retailer, you need to be a problem solver and show people solutions.”

Finally, Wolfgang points out that doing things differently can start with the approach you have to your life and work. “If you always know where you’ll end up, there is a lack of spontaneity, creativity and innovation,” he says. “Take a different route to work, and you’ll think differently. You might find something new and exciting along the way.”



Top Retail Trends for Consumer Engagement

continued

ANNE KONG

Anne begins with the same core message as Wolfgang: retailing is about customer engagement and emotional connection. Retailers need to provide a personable in-store experience.

"Connections that you create will lead to satisfied customers," she says. "It's about capturing the hearts and minds of people, and getting to know them. Retailing can help people to get closer to who they are, and where they want to be. As a retailer, you have the power to help people achieve these things."

Anne also talks about promoting a sense of loving and belonging in your store.

Buying local is an important element of retailing today that Anne believes brings people together and makes them feel as though they are a part of something larger. "It gives people a sense of caring and belonging," she says.

"Retailers need to create a sense of community in their stores—provide spaces and amenities for consumers to have more experiences. A place to sit, check their phone or plug in their phone and recharge and maybe even enjoy a beverage or lunch. Consumers want more than just products these days. Hosting events, such as in-house cooking or art lessons can also make your customers feel as though they are a part of caring community. And remember, if you can, to be kid-friendly as that too makes families feel welcome. Have an activities table for kids and objects that kids can interact with."

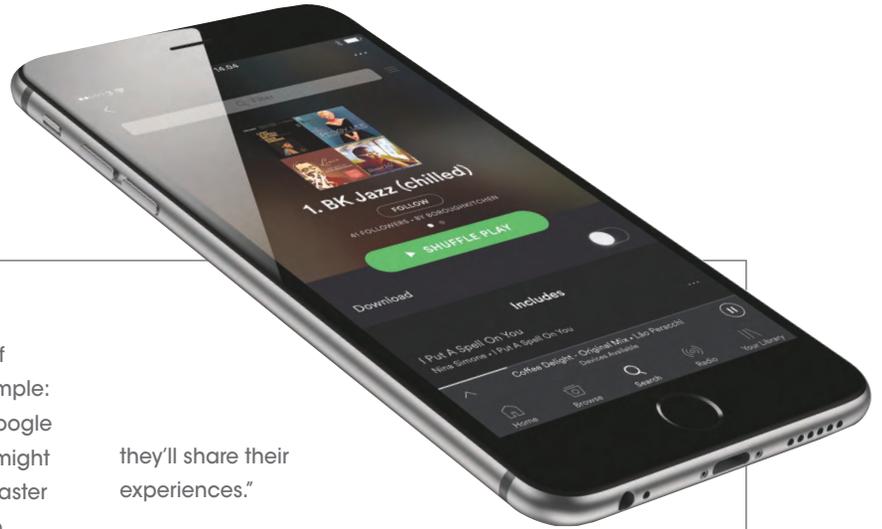
Anne believes that having "green factor" in your store is important, as it gives people a visual sense of being healthy and a connection to home. "It's about place-making," she says. "Create a resting place where people can take it all in." Anne emphasizes that social consciences really matter. Showing the customer that you care about the world, not just sales, is especially important to generations X, Y and Z.

Using color and regularly curating your store is also high on Anne's list of how to be a successful retailer. "Use color to visually connect with people, and create merchandise presentations that lure people in. Change things regularly as people today are accustomed to constant change."

Anne talks about creating a hierarchy in presentations – colors, patterns and the use of linear patterns. "Repetition and the use of color and scale create a sense of passion and possibility," she says. "Inspire people with authenticity. Your store is full of vignettes – small stories to share. Inspire your customers with props, such as the use of an old wagon that belonged to a family who owned a store I visited. They put it in their store, filled it with flowers and it creates a sense of romance and nostalgia."

Finally, Anne speaks about ensuring that you have sensory cues in your store – for instance taste (cheeses or sauces to try in a kitchen store), touch (tactile things such as textural fabrics) or scent (use candles or oil burners).





HENRIK PETER REISBY NIELSEN

"Retailers have to stay relevant in terms of their use of technology," Henrik states, before using a simple example: "A person needing to replace their toaster will use Google in an effort to find a store with toasters nearby. They might go to your website, and if they can't easily find the toaster they want, they'll go somewhere else. So you need to have a great website and keep up with your customers and what they need, day by day."

Henrik also talks about how 'sharing' on social media is now a part of everyday life: from clothing someone likes, to a restaurant they visited, to a film they saw or a retailer that they like. Ratings really do matter. They are crucial. "Customers are continually engaging on their devices and they are always looking for new experiences," he says. "So you need to create reasons for people to come to you, such as having their children's photos taken with Santa at your store, or hosting activities they want to be involved in. If they love what they do at your store, they'll share it. That's advertising."

Henrik stresses that people no longer trust advertisements. "People today trust what other people say, so invite bloggers and journalists to cover your store and products. Get your customers reviewing things themselves, and

they'll share their experiences."

Another idea is to use visual ratings in your store so that people can see, right in front of them, that a product, or even your store itself, has had great ratings.

"And, you should stay connected with your customers after they have left your store," Henrik stresses. "A good example on how to do that came from this year's *British gja* winner Borough Kitchen. They created great playlists and displayed in the store that people could keep on listening to them after their visit via Spotify. Innovative, simple, cheap and very effective."

Video is one of the many new marketing mediums that is crucial to a retailer's success, and you need to learn to use it, or your employees do, says Henrik. "Give your employees iPads so that they can research products and trends, and show customers videos – most products now have a video showing how it's used," he explains. "You need to keep up with video and new ways of presenting your offerings online, across a range of platforms such as Facebook, Instagram and YouTube. It's just another learning curve."



Top Retail Trends for Consumer Engagement

continued

SCOTT KOHNO

"The customer of yesterday is not the same customer today," Scott says. "In retail today, there is constant change and it's up to you to understand those changes. And while doing so, you need to entertain your customers. Your customers have done their research and they've come to you. What they are looking for when they get there is authenticity."

Scott mentions that retailers of yesterday merchandised every square centimeter of a retail space, but today it's about the great spaces you create and what you do in them. "You need to create cool spaces in which to entertain your customers," he says. "Look at the Prague Cooking Academy (Potten & Pannen) which was one of the *gia* Global Honorees this year – it has full merchandising, but it's fun and entertaining with hats, aprons, accessories and classes. It's interactive and engaging. Another store created business cards that are like theater tickets – on the card it reads: Admit One. That's telling people that they are going to be entertained by that business."

Scott says that retailers need to conquer Goliath through innovation. "Keep coming up with new ideas. Do something new, and remember that all of the big successful brands had many failures. To be successful, you have to get out there and try new things. If you fail, you'll get up again and do something even better." ■



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Peace, Love & Chocolate

by Michelle Hespe

As is the case with most successful business ventures, there was a defining moment that created the seed from which Vosges Haut-Chocolat would grow and flourish.

That moment came for Katrina Markoff when she was dining at a restaurant in Place des Vosges, Paris, called L'Ambrosie. Katrina had fallen head over heels for the city of love, where she studied at Le Cordon Bleu and was mentored by the famous Spanish Adria brothers (the chefs behind the world-renowned former restaurant, El Bulli). She had always liked chocolate, but had never really been in love with it. Until the end of her dinner when a warm, flaky, salty beignet filled with a frozen dark chocolate ganache was delivered to her table.

"The moment I took a bite, there was a chocolate explosion of sorts on my palette and I was brought into the moment of now," she explains from her home in Chicago. "I could only think about this experience occurring at the present moment."

When Katrina returned to the U.S., she searched high and low but couldn't find any quality or interesting chocolate on the market. For years, she had been travelling the world studying food, and this sparked another moment that would lead to the creation of Vosges Haut-Chocolat. "I felt a tremor, and decided that I would create a collection of chocolates that provoked people to travel the world through chocolate," she says. "Chocolate that would bring people into the now."

Katrina Markoff is a highly-creative chocolatier and the founder of Vosges Haut-Chocolat, a Chicago-based chocolate maker that inspires people to open their minds and travel the world through chocolate.



Katrina began experimenting and quickly realized that most people's ideas about chocolate were limited. "The idea of curry and chocolate is often received with disgust on the face, until someone takes a bite, and like magic, a scowl is turned into a smile," she says. "Then the mind opens to new ways of thinking about chocolate."

The recipes for Vosges chocolates created by Katrina read like facets of titles in an exotic recipe book: Vanilla Rooibos Tea, Tumeric Ginger, Smoked Salt, Chocolate Bacon, Pink Himalayan Crystal Salt Caramel, Green Tea and Spirulina, Coconut Ash and Banana, Smoke and Stout...the wonderful list goes on.



Peace, Love & Chocolate

continued

"The inspiration behind Vosges is the idea of using chocolate as a medium for people to experience the world in different ways," says Katrina. "The idea is that by exposing people to unusual pairings with chocolate that tell a story, it broadens their minds to new experiences outside of the box of chocolates in front of them."

Katrina's ideas often come together organically, however "the creation of a new collection is never without meaning," she explains.

There are four steps that Katrina takes before the creation of one of her chocolate collections. "You could apply these to any medium," she says.

Step 1: FALL IN LOVE

"My first step, and the origin of everything thereafter, is the act of falling in love with either beauty, a curiosity or a cause," she explains. "This may be as simple as my first encounter with wattle seed, a food staple of the Australian Aboriginal culture; the beauty of Antoni Gaudí's cathedral, La Sagrada Família; or the women of Afghanistan working in a beauty parlor."

Step 2: INSPIRATION

"With love there is no thought, only feeling, and it inevitably floats me to the next step of inspiration," says Katrina. "A moment of transparency comes, and the inspiration transforms



into a vision of connectivity to my craft. Listening carefully, I hear the vision with clarity, allowing me to translate the love into my medium of chocolate storytelling."

Step 3: ACTION

"Then, action is not just dreaming and leaving thoughts in the clouds, but about actually DOING something to physically create the idea," she says, her passion and drive shining through in every word. "It is the pivotal moment. I act so as not to lose the idea to the fires that flare up around me in a moment's notice. I take action to create the collection out of dire need for it to tangibly exist. It is never perfect, for if it were, it would never be born."

Step 4: EXPERIENCE

"Finally, there is the experience. The inspiration, ingredients and the story create the final experiential interaction of each product with me. I embark upon a personal, sensory journey: the loosening of the ribbon and lifting of





the boxes, the dissemination of a message, the interpretation of new parfums and the connection with my senses. I stop and think about something in a new light. I open my mind to a novel idea that I can possibly create through my medium.”

Katrina goes on to tell about an experience where these four steps came clearly into play. “While traveling in Hong Kong, I fell in love with this beautiful necklace from the Nagaland Tribes in Northeast India,” she says. “When I returned home, I researched the Naga people and learned that their culture was endangered. It felt important to me to try and help to preserve and honor their culture.”

Then came the ‘Action.’

“That night, I went through my kitchen and all the ingredients that I’d stockpiled from my travels,” Katrina explains. “I had coconut and curry, which are common ingredients in Nagaland cuisine. I started making a curry coconut milk chocolate truffle, naming it Naga. That was the first time it occurred to me that chocolate could be a medium for storytelling about things that have true meaning.”

Wrapping up our chat, Katrina lets me in on another pastime of hers: she often paints with chocolate late at night in her studio. I picture her applying turmeric ginger chocolate and a streamer of matcha and mint

chocolate to canvas, every stroke finely tuned into her mission of spreading peace, love and chocolate.

When visiting the International Home + Housewares Show, you can easily visit one of the Vosges Haut-Chocolat stores in downtown Chicago, at 951 W. Armitage Avenue or at the Northbridge Mall, 520 N. Michigan Avenue.

To learn more about Vosges Haut-Chocolat, visit www.vosgeschocolate.com. ■



The Color Curve:

Stay on It

by Michelle Hespe

Leatrice Eiseman, executive director of the Pantone Color Institute and world-renowned color guru, speaks to Inspiration Magazine about how retailers can learn to spot emerging color trends, understand color “moods” and grasp how best to use them to their brand’s advantage.



Leatrice has just released her 10th book on color — *The Complete Color Harmony, Pantone Edition* — which provides expert color information for professional color results. The book takes the reader on an enthralling journey through color spectrums, delving into the psychology behind hues and offering insight as to how color can be used to quite literally brighten up lives and the world around us by investigating color “moods.”

Keeping on top of color trends is crucial for retailers and product suppliers as brands are all competing with one another to grab the attention of potential customers and clients. And color, as Leatrice knows only too well, can influence a person’s behavior and thus their lifestyle choices and purchasing decisions.

“Some retailers are really good at

picking up color trends and looking for emerging information, however, it does help to get some expertise from a professional,” Leatrice says. “As color forecasters, we are grounded in information about color and ongoing research—so I think it’s best to look for advice from those who work with color on a professional level. The Pantone View Home forecast is released annually and is really a concise package of color direction.”

A common question from retailers is how to best utilize color forecasts without taking the risk of conveying their brand as too similar to other companies adopting the same color palettes, especially in relation to competitors.

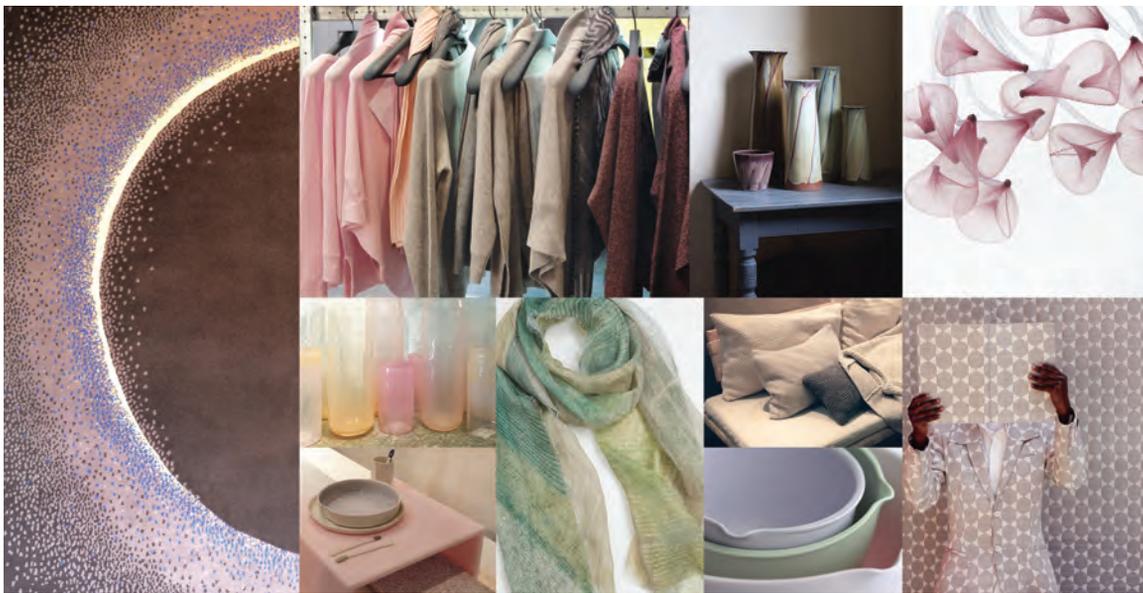
“Every retailer knows their target audience and/or the target consumer they are pursuing,” explains Leatrice. “So, it is a matter of selecting palettes that speak to their demographic and occasionally throwing some surprise colors or color combinations into the mix so that you don’t start to look ‘same-old, same-old.’ Sameness can be boring to the

consumer and if bored, they will start to look elsewhere for something that will pique their interest. That is what trends are all about, and why it is important to be aware of them and to understand how to work with them.”

Leatrice goes on to explain that consumers might opt for buying the same kind of look they have gone with before, simply because it fits their current lifestyle and comfort levels, however, she says: “There is still a need to catch their eyes so that they pay attention to what you are presenting.”

In the wake of the annual Pantone color palette release and the much-anticipated announcement of the “Color of the Year,” it’s always interesting for those with a penchant for color to witness which palettes are widely adopted by brands and which





Discretion

Verdure



ones pop up sporadically, or in small doses. These appearances are often related to current affairs and societal shifts, and their use can reflect the current mood of individuals or societies as a whole.

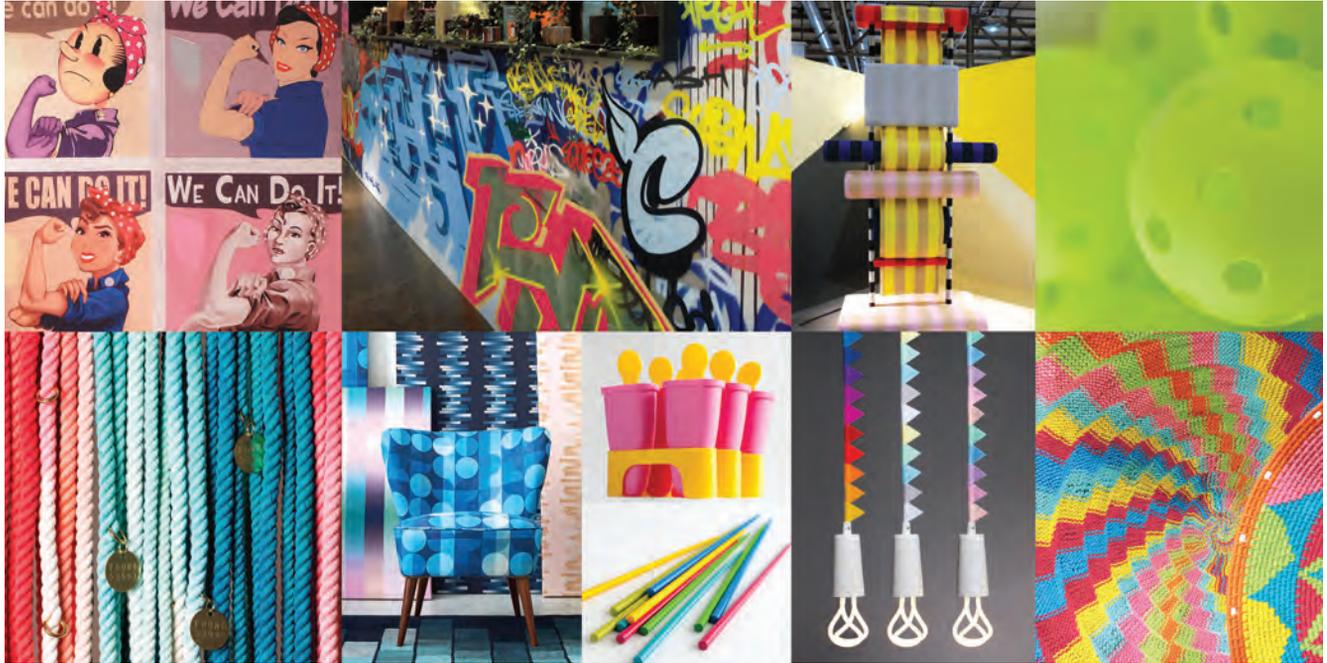
For instance, as more people make changes to live more sustainably and in turn help to preserve the world around us, the “Verdure” Pantone color palette released in 2017 struck a chord with companies and the public, making appearances in everything from homewares to fashion, food branding and the design of public spaces.

“There is no question that the Verdure palette speaks to the many environmental concerns that people have,” says Leatrice. The first sentence of the palette’s explanation reads: *“Verdure is all about the continuing, vigorous quest for wellbeing, with a profusion of greens expressing health, abundance and vitality. We wish the same well-being to the life and preservation of our planet.”*

For Leatrice, being so steeped in color every day of her life, revelations such as the Verdure effect are more like an acknowledgement of trends that she is seeing, rather than them coming as a shock or surprise.

“However, it is always interesting, and validating, to see how the Color of the Year starts to emerge during the course of the year in so many places—not only in fashion and home furnishings, but other areas such as print, advertising, packaging, display, even stage lighting and/or electronics,” she says. “That certainly has been happening with our Color of the Year for 2017—Greenery.

“There are many different taste and comfort levels present in people that will make some consumers respond to one palette more than another,” she explains. “As a reaction to frenetic lifestyles and schedules, for instance,



some might prefer a softer, quieter palette for the home, such as 'Discretion' (includes soft hues of Elderberry, Burnished Lilac and Hawthorne Rose) that allows them to decompress while at home. Others, especially if they have young families, might prefer a more 'Playful' outlook (a fresh combo of lime green and bright yellow—think Minions)."

So for Pantone, it's not about picking one special palette and indicating to retailers that this is the direction to take. "This is why we create eight palettes for the Pantone forecast—to give a general direction," she says.

A hands-on way for anyone to witness color trends popping up across the world like fresh new growth is to travel. "There are so many possibilities for seeking out emerging color trends in every area of the world," says Leatrice. "The worlds of art and entertainment and upcoming sports events are always great indicators, as well as fashion and cosmetics, not only at the top strata but also what's on the street. Technology and special effects enabled by new technologies are also excellent indicators. When it comes to spotting emerging color trends, it's important to take in all of these areas and not limit yourself just to the sector you are involved in. Get out there and explore!"

To learn more about Leatrice Eiseman's presentations, revealing the 2019 Pantone Color Palettes and discussing the "guidelines to color harmony," at the 2018 International Home + Housewares Show, visit www.housewares.org/show/keynotes.

To learn more about Lee and to see her color blog, visit <http://leatriceeiseman.com>.

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



Ultra Violet is the Pantone Color of the Year for 2018. Ultra Violet communicates originality, ingenuity, and visionary thinking that points us towards the future.

Chicago | Inspiration at the 2018 Show



The Show offers unique educational and networking opportunities for both specialty retailers and corporate buyers, including special exhibitions and creative displays and more than two-dozen seminars on trends & design, smart home and connected products, visual merchandising and branding, retail success factors and consumer preferences.

Be Inspired by Innovative Retailers

Visit the *gia* Showcase in the Hall of Global Innovation, in Lakeside Center Lobby, where you'll find unique store design and branding ideas, examples of exquisite visual merchandising and creative displays that will impart inspiration for setting your store apart from the competition.

Also, make sure to attend the presentation by the *gia* Expert jurors!

Top International Retail Trends

Monday, 12 March, 3:30 pm

Innovation Theater, E350, Lakeside Center Lobby



gia is the world's leading awards program honoring overall excellence, business innovation and creative merchandising in homegoods retailing.



Chicago | Inspiration at the 2018 Show *continued*



2019 Color Trends by Pantone

Leatrice (Lee) Eiseman

IHA's color expert and Executive Director, Pantone Institute
Room S100/Grand Ballroom, Level 1, South Building

Focusing on the Future: An In-Depth Look at the Leading Color and Design Trends

Monday, 12 March, 12 Noon

With all of the distractions and diversions in today's marketplace, it's important to cut through the clutter and focus on the major trends. The biggest challenge is capturing the wandering consumers' eyes, persuading them to stop and pay attention to what you have to offer. As always, it is the informed use of color and understanding trend directions that helps to convince the consumer. In order to recognize trend direction, it is vital for retailers to know the origins of the trends and their influences. The Pantone View Home forecast will provide clarification, inspiration and/or validation to the upcoming trends for the housewares industry, presented by our very own trend predictor, Leatrice Eiseman.

Color Harmony: Updated Guidelines

Tuesday, 13 March, 12 Noon

Judgment, intuition and knowledge of color trends are all involved in mastering color for the marketplace. It is critical to understand that time, tastes and trends can and do change basic concepts about color. As explained in her latest book, "The Complete Color Harmony, Pantone Edition," Leatrice Eiseman, IHA's color expert, will explain how harmony plays into color choices. This presentation will address some updated guidelines that will help to inform the latest thinking on what makes color work in today's marketplace.



Other trend presentations at the Show include:

Top Trends 2018 – Survival and Success in the Retail Renaissance

Monday, 12 March, 7:30 am

Room S100/Grand Ballroom, Level 1, South Building

Tom Mirabile

IHA's consumer trend forecaster and senior vice president, Global Trend & Design, Lifetime Brands

Today's home and housewares market serves a consumer hungry for innovation and experience, and living across a dizzying array of home spaces and lifestyles. Tom Mirabile delivers his Top Trends presentation for the year ahead, exploring the consumer and retail shifts that are reshaping the home and housewares industry. Whether you're a retailer, manufacturer or importer, you'll find new focus and inspiration as he shares his insights and understanding of today's consumer and what motivates them.

Global Trends for Home and Interiors 2019

Saturday, 10 March, 1:30 pm

Innovation Theater, E350, Lakeside Center Lobby

Helen Jamieson

Senior trend strategist, Trend Bible

Helen Jamieson's presentation will include an introduction to trend forecasting for the home and interiors market, along with inspiration and future design direction for housewares products and kitchen trends for 2019. During the presentation, Helen will reveal two major trends: Connected Souls as published in Trend Bible's Autumn Winter

2018/19 trend book and Grounded, from their Spring Summer 2019 book.



Smart Home at the 2018 Show

IHA Smart Home Pavilion

The IHA Smart Home Pavilion features more than 25 new and current exhibitors with smart home connected products for different areas of the home. Experts in the smart home/ connected products arena will also be on hand to answer questions at the pavilion.

The Future Kitchen: Building Smart, New and Sustainable Business Models for the Kitchen of the Future

Sunday, 11 March, 12 Noon
Room S100/Grand Ballroom, Level 1, South Building

Keynote Panel Discussion

Smart Home Presentations at the Innovation Theater

Saturday, 10 March, 3:30 pm

Sunday, 11 March, 2:30 pm

Sunday, 11 March, 3:30 pm

Innovation Theater, E350, Lakeside Center Lobby

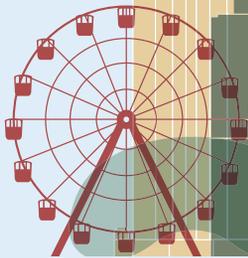
Experts on smart home and connected products providing insights into Smart Home products and developments

Learn more about the IHA Smart Home pavilion and the Smart Home related events at the 2018 Show at www.housewares.org/show/iha-smart-home.

Welcome to Chicago

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

www.housewares.org/show/register-plan
and visit www.choosechicago.com.



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For more Show information and to register for your FREE Show entrance pass, visit www.housewares.org

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