



thetrendcurve™

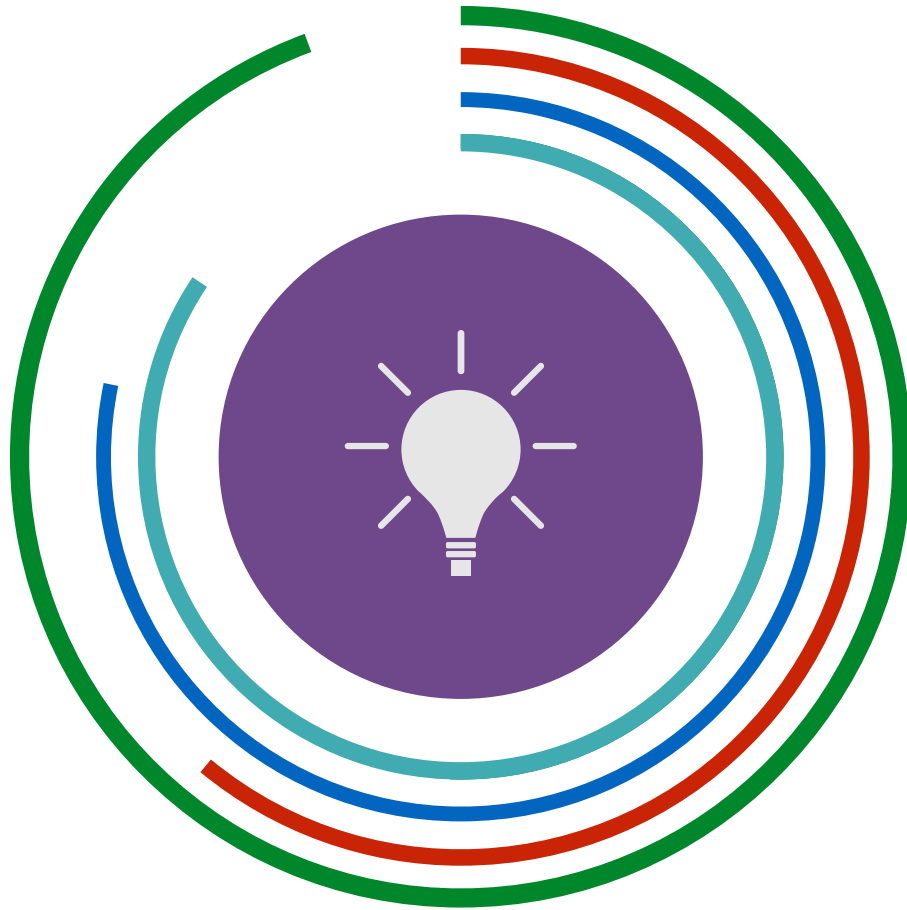


# The Limitless Opportunity of Seasonal Trends™

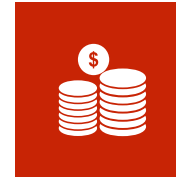
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# STRATEGY



**CONSUMER**



**PERSONAL EXPERTISE**



**TEAM**



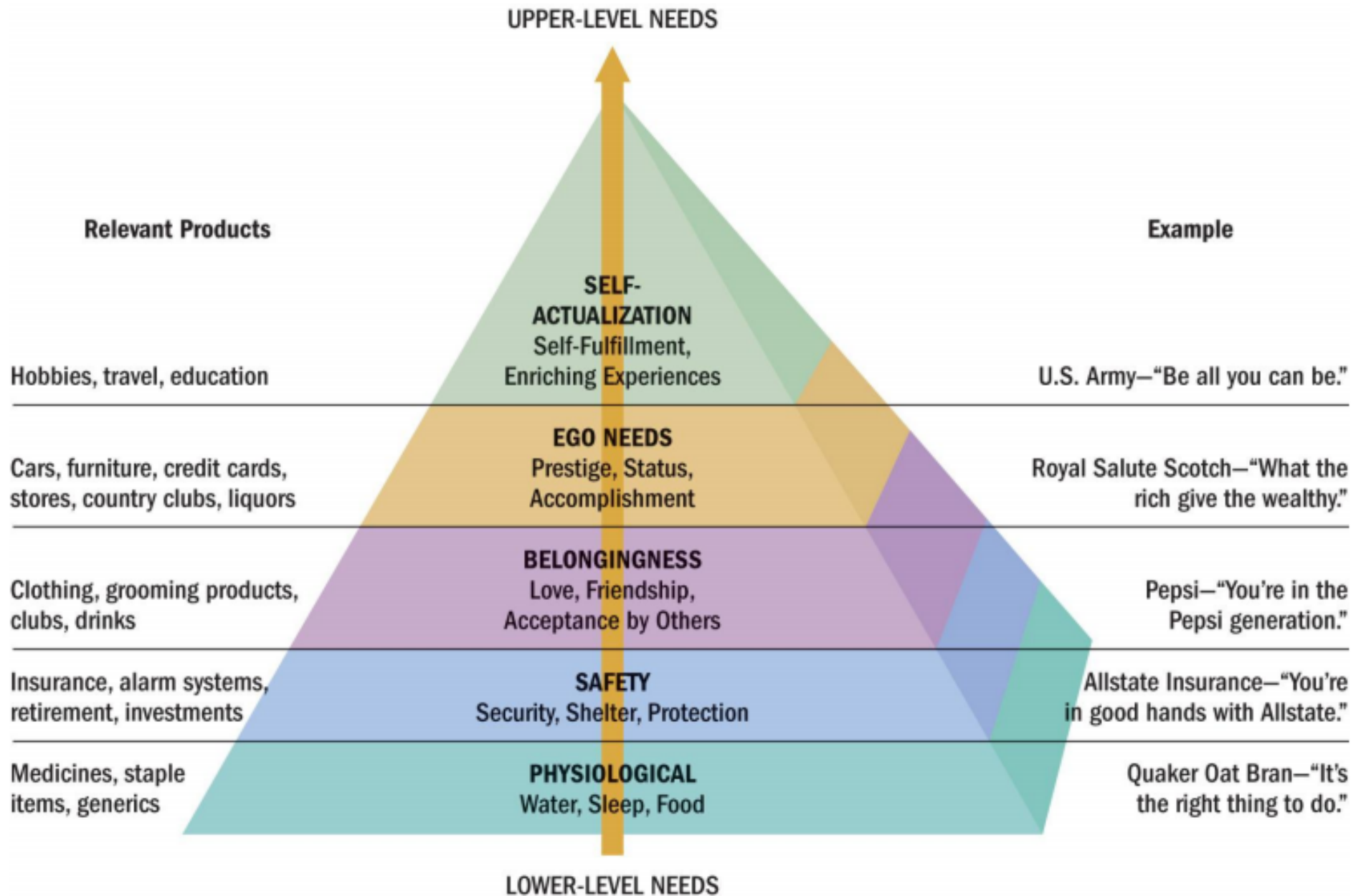
**MARKETPLACE**



**NPD Retail** @npdretail · 2h



Understanding changes in consumer behavior has never been so important to the health of [#retail](#).





# Data Collection

As you develop plans, consult a variety of resources and develop a big-picture frame of reference. All data has a point of view and shouldn't be taken in isolation.



# Color



Mud Pie



Transpac



Raz Imports



Katherine's Collection



Weiste



Decora



Birkmann



Tovolo

- Red & Green remain top choices for core collections.
- For trend, team each one with something else.
- Red is building, either alone or with black.
- Greens will rise, especially frosted mid-tones, evergreen deeps.
- Intense blues mean more than navy, Classic Blue or petrol types.
- Purples will play supporting roles in pastel and deep values.
- Black shows best in a range of matte finishes.
- Emerging: neon colors for Halloween and Christmas.
- Gold is dressing up all the fourth-quarter holidays.



McBiff

## Letters to Santa

Letters to Santa is returning for the first time in nearly a decade. The idea is that a simple wish, asked for and granted, can be life-changing, no matter your age. That's why this trend is right for adults, perhaps even more than it is for children.



J-Line



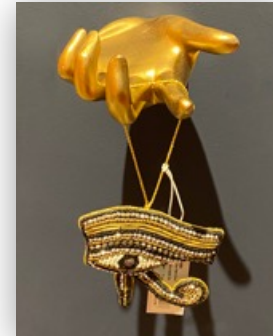
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## Art Deco

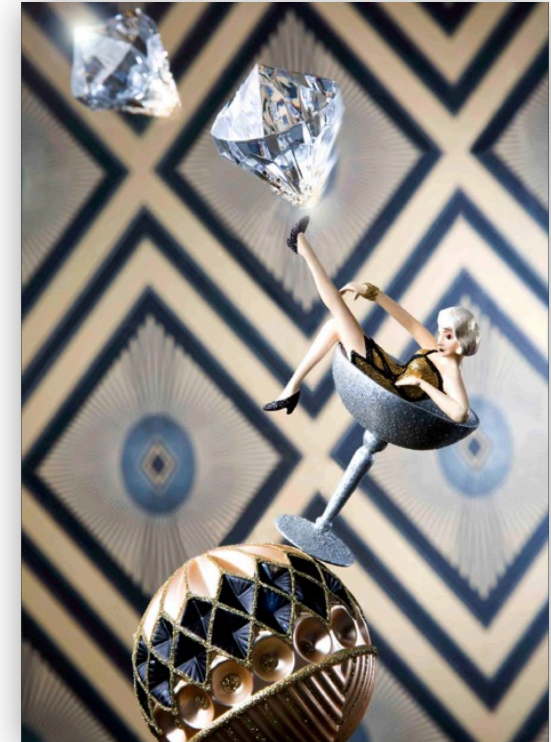
Because of the pandemic, Art Deco influences may feel too excessive and out-of-step for Christmas. Consider targeting Art Deco to New Year's Eve instead. The start of a new year is always a time for optimism.



Kersten



Krebs



Goodwill



## Return to Classics

Classic elements from antiquity are on the horizon. These designs reach into our core, connecting with order, higher goals and ideals. Looking through a 4,000-year-old lens provides perspective and a sense of calm, helping us remain grounded.



Impuls



Kaemingk

## Nutcracker Fantasy

Nutcracker Soldiers are marching into assortments in a variety of applications. What's particularly noteworthy is that updates go beyond swapping green for trend-right blue or black. Instead, figures are showing up in almost every color.



Kaemingk



Raz Imports



## Mindful Season

Mindful Season appeals to a growing number of adults who prefer themes that reflect priorities like eating well, sustainable farming and mindfulness. Icons take a page from all these playbooks to create relaxing environments that evoke a sense of calm.



Glassor

Ganz



SEJ Design



Hering Berlin

## Mahalloween

This just-emerging Halloween trend comes with retro overtones from the mid-century. It is inspired by tropical breezes, warm ocean waters and humanoid sea creatures, as well as tiki monsters and hula ghouls. Don't forget the Mai Tai cocktails!



Libbey



Doug Horne

## Psychic Salon

Haunted houses are retreating in favor of the Psychic Salon. While this trend may dabble with crystal balls and emerging Ouija boards, it is always done in a playful, make-believe way. That makes the mood feel spooky, rather than fearful.



Burton & Burton



Jonathan Adler



Memento More Goods

## Frightfully Sweet

In today's Covid-19 world, youngsters are less likely to participate in neighborhood trick-or-treating than ever before. Now a party with friends is the best (and perhaps the safest) way to experience it all. Making and baking treats is the highlight.



Raz Imports



Transpac



Fox Run



# Harvest Moon

During 2020's Easter and Passover, consumers learned what it's like to be separated from friends and family. That's why, for fourth-quarter holidays, they will be ready to share. Those same consumers, who have seen grocery-store shelf out-of-stocks on mealtime basics, have a new appreciation for the bounty of harvests.



Mud Pie



Transpac



Hester & Cook

# Expect to Continue Into Holiday Season



Online and offline integration



Ease of pickup/delivery



Concern for safety



Recalibrated FOMO/JOMO



Recalibrated sense of accomplishment



# Key Takeaways

- Know your customers; speak to their priorities
- You have two seconds to make a first impression
- Color influences up to 90% of purchasing decisions
- Trend excites and is memorable—lead with it
- Good visual display delivers (and doesn't need to cost a lot)
- Be flexible





Michelle Lamb  
thetrendcurve™

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