

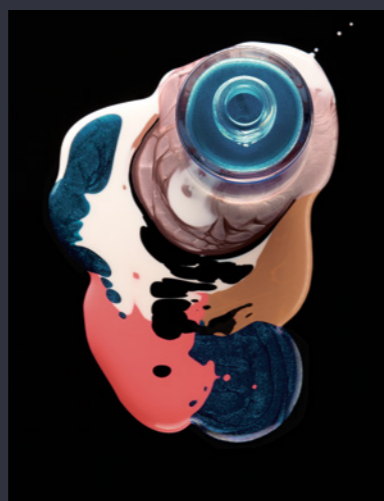
SPRINGFAIR

3-7 FEBRUARY 2019

NEC BIRMINGHAM
VOLUME OPENS 2 FEB

Directions





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Moving in the right direction

We're delighted to introduce Directions – an exploration of retail trend insights across colour, product and experience to inspire your sourcing in the new year.

We're looking ahead to Christmas 2019 and beyond, collaborating with colour experts, Colour Hive to decode the colour trends for spring/summer 2020. This taste of what's to come in terms of hue, texture and mood is a great starting point for your Spring Fair sourcing list. You'll be able to hear more from Colour Hive at the show in February, as part of our inspiring content programme.

Throughout the year and at the show, we bring you insights which reflect our position as a platform for retail. Highlighting trends and issues that could have an impact, we've taken an in depth look at private label and the progress it's making in the industry, as well as the growth of experiential design and a personalised customer shopping experience. If you read something that captures your attention you can learn more about how they can work for your business at Spring Fair.

Blue Christmas, Inspired by nature, Lights everywhere, these are upcoming trends to keep in mind as you walk through Christmas Gifts, Floral and Seasonal Decoration at the show, but also for inspiration as you make your way through our 15 sectors. If gift trends are what you're looking for, then take a look at our cheat sheet of the top gift trends for 2019, to point you in the right direction.

A direction that's predicted to grow in the new year and through to 2024, is male wellness. Pick up some tips on how to get in on the ground floor and become a trusted expert for your male customers looking for guidance on products and how to use them. If you like what you hear, then you'll be able to find the suppliers to help in Beauty & Wellbeing – Hall 20, at the show.

We hope you enjoy Directions and see you at Spring Fair in February. The Spring Fair Marketing Team.

Suzanne Gioranni jennie Reppea

Trend forecast for spring / summer 2020

By the colour experts, Colour Hive.
Sam Donnachie, Executive Creative Director,
Colour Hive and Mix Magazine

As we look to 2020, polarised views continue to define global discourse, and we predict design outcomes will reflect this in often contrasting expressions of common influences.

When it comes to colour and trend forecasts it can feel like information overload. In collaboration with Spring Fair, Colour Hive's colour, material and finish analysis cuts through the noise with clear insight and direction for design and product development.



Idyll

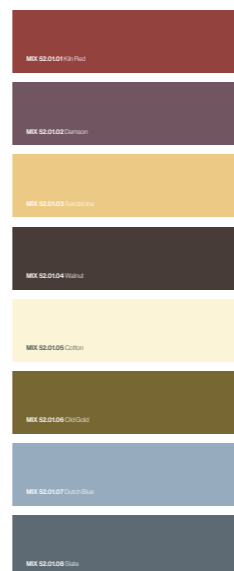
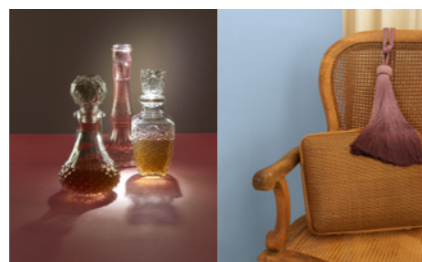
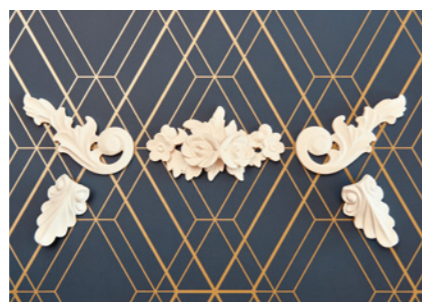
In Idyll, we chart the resurgence of a nostalgic view of domesticity, dominated by European influences and steeped in tradition and history.

Regardless of increasingly differing political ideologies, the home rather than the world outside has for many become the centre of the universe. This is the ultimate safe space where only good things can happen. After all, home is increasingly where entertainment takes place, movies are streamed in, food is biked in by App delivery services, there's really no need to leave. This fantasy of cocooning warmth provides a bulwark against the chaotic world outside.

Escaping into cosy colours is an easily understood response against political uncertainty. Heritage shades Kiln Red, Damson, Old Gold, Walnut and Slate reference historical Victorian choices and are lifted with lighter earlier Empire colours; Cotton and Dutch Blue. Sandstone is used as a highlight.

There is a surge of interest in darker wood furniture from the classic proportions of Biedermeier to the stylised utility of Arts and Crafts in the UK. Accessories reference bygone eras; shoe horns, cut glass decanters, display cabinets, china ornaments and candle holders. Aged brass, ceramic, marquetry and rattan feature strongly in product development. Beds and sofas are laden with blankets, a place of retreat.

Surface applications are thick with historical references. Domesticity is communicated with heavy fabrics and rugs. Textiles are of primary importance; plush velvet and small prints of ordered, controlled geometrics combine with tassels and fringing.



MIX Images © Colour Hive





MIX Images © Colour Hive

Kinship

In sharp contrast to the previous trend, we profile a generation for whom the fantasy of a home is just that, a fantasy.

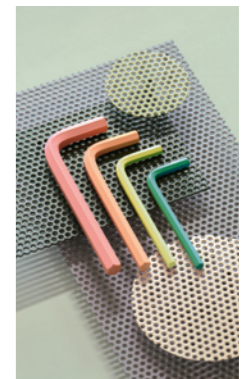
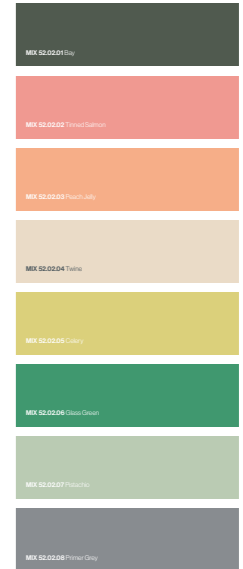
Kinship takes a forward-thinking approach to living, examining ideas about flexibility and the importance of community while rejecting traditional values in favour of freedom and sharing.

Recognising that many people now live in an untraditional and often transient way, this trend seeks out workable alternatives for co-living for the so-called renting generation.

The Kinship palette looks resolutely forward with optimistic food inspired colours. A slight washed feel brings to mind recycled plastics. Soft pastel Tinned Salmon, Peach Jelly, Pistachio, Twine and Celery are given definition by heavier shades of Bay and Primer Grey. An intense Green Glass refers to a popular colour for plastic bottles.

Inevitably this trend has a strong eco-message driven by an awareness that our consumption of resources is not sustainable and solutions for replacing plastic are high on the agenda. Corrugated and perforated metal, humble cardboard, string and decorative tape are all cleverly appropriated.

With money tight, ingenuity becomes more important and there is a strong interest in modular furniture units in smaller proportions that can be easily transported and storage that doubles up as seating. This approach is deliberately lo-fi. Visible mending inspires embroidery directions, and patterns are unstructured and reference the accidental; for example, the mottled effects produced through recycling.



Mask

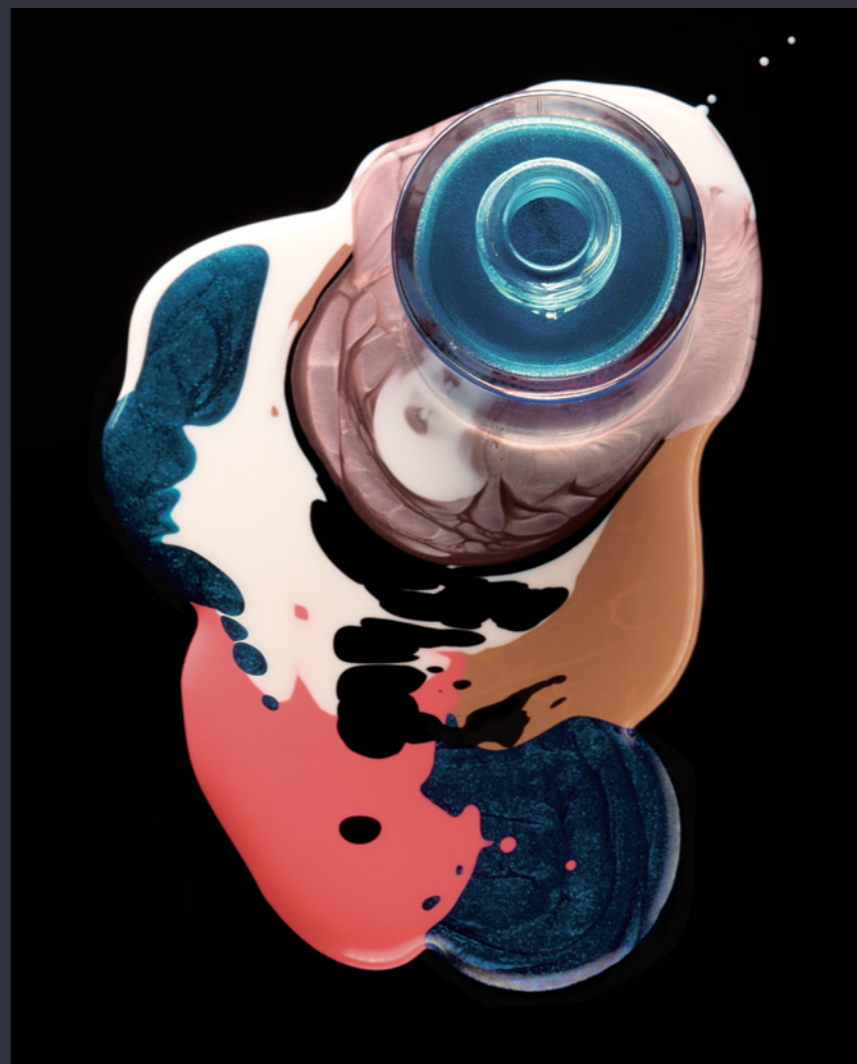
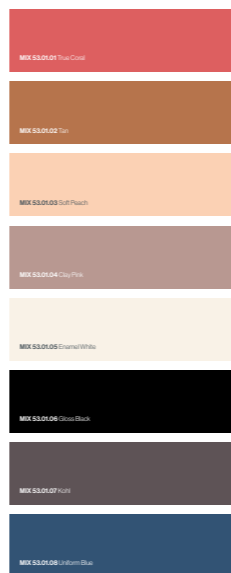
This trend looks at the way we watch and are watched, at how we view what is real and unreal. In a world of Instagram faces, perception is increasingly subjective, a kaleidoscope of masks with a tenuous link to reality. In asking questions about being watched, this trend examines ideas around female politics.

We are also investing in humanised tech that helps us watch ourselves. This personal rather than external surveillance has been increasingly normalised so that an almost symbiotic relationship has now been formed with tech, helping us to be better physically, spiritually and socially.

Colours blend and morph into one another, receding and moving forward. Dark Kohl, Gloss Black and Uniform Blue cede to softer shades of Clay Pink, Soft Peach and Enamel White. Intense hues of True Coral and Tan both add definition.

Shapes for this story are often fluid and almost liquid, playing tricks with shadow and density. Unlikely pairs, almost the same but not quite identical work effectively together, mirroring each other. There is an emphasis on revealing the physical workings of a design, the structure that forms a table for example. A preference for transparency, utilising coloured glass, is noted.

Tactility and a subtle nod to sensuality direct attention to leather alternatives and materials that imitate warmth and workings of skin. Latex, textiles for soft tech and digital porcelain all play into this story's drivers.



MIX Images © Colour Hive

See Colour Hive at Spring Fair in The Studio, 3 February 2019.



Parade

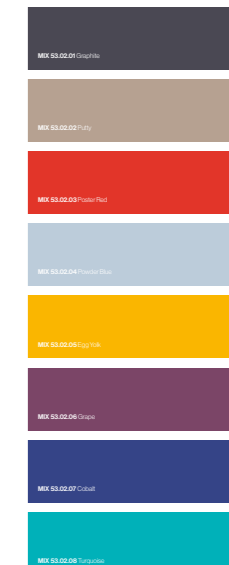
A joyous fantasy life, full of fun, with no responsibilities; this trend is a call to be more honest, creative and brave, expressing ourselves on canvas rather than smartphone.

As we've seen with our previous trend, Mask, with so much pressure to conform and the need to present perfection at all times, there is a very real danger that paralysis will set in. Yet there has never been a greater need for creativity. This is the ultimate in non-filtered truth; you have to see and do it for yourself.

There are obvious references to art schools in Poster Red, Egg Yolk and Cobalt; nuanced primaries with the power to create a host of other colours. While these are expected, others are less so and reference the Graphite of a pencil and the Putty of clay, or the upbeat highlights of Grape, Powder Blue and Turquoise.

This is a boldly maximalist approach, evoking a drag queen's wardrobe with feathers, sequins layered together in a glorious mishmash. Looking to art for inspiration, designs play with upscaled motifs, geometrics, colour blocking and decorative tape.

Furniture hacking is encouraged; taking mass produced designs and personalising them. Likewise, found objects in the surrealist tradition are pleasingly subversive. There is a certain weirdness too, where nothing is off limits, a positive, inclusive approach. Simply put, this is a manifesto on the power and importance of creativity.



MIX Images © Colour Hive

See Colour Hive's session on spring/summer 2020 colour trends live on The Main Stage at Spring Fair, 2 & 3 February 2019.

Everything you need to know about Christmas 2019

While the odd grinch might rant, there's no doubt that for the majority of people Christmas is a time of good cheer, mistletoe and the holiday spirit.

As a retailer, you want to provide as much of a festive experience as possible for your customers during the holidays. People are browsing for gifts as well as ideas to help them create a wonderful atmosphere in their own homes and offices.

Whilst consumers are done with Christmas for another year, for our community 2019 is the focus. The five trends listed below will help you plan for next years festive period:

Inspired by nature

Christmas 2019 incorporates nature into its design palette. There's still a place for tinsel and baubles, but intersperse these with pine cones, twigs and bark-like textures for a contemporary and welcoming look. Natural ornaments to hang on the tree as well as wooden candle-holders and lanterns complete the look.

Greens, reds and golds become muted with natural textures playing a big part in bringing this look together.

Blue Christmas

Green, red and gold may be the traditional festive colours, and will always be evident but for 2019 blue has joined the party. Think deep midnight blues, aquamarine hues and ceruleans as both main and accent colours. The result brings a touch of whimsy and glamour to the festive scenes you, and you customers, can create.

Patterns add interest

Dots and lines make a big splash for Christmas 2019. Pattern wise Herringbone is by far the front runner but polka dots (of any size) and other line patterns help add to the vibe you want to create. This trend can be incorporated in a minor way (e.g. table runners, greeting cards) or a major way (e.g. large table centrepiece, blankets). Either method will create maximum impact.

Lights everywhere

Candles and Christmas tree lights are a big part of the festive season every year, but in 2019 light gets a makeover. Lighting displays will be a huge draw for customers and Christmas ornaments lit up from within stand to become 2019 favourites.

The emergence of warm golden light that we've seen in the recent past continues to grow. Cold white light is very much on the decline.

Treat all the senses

Christmas 2019 is a smorgasbord for every one of the senses. Creating a visual buffet is as much a part of the preparations as the Christmas Day lunch. Play with textures to draw interest and convey this special time of year. Sound, smell, touch and taste can all be engaged by using the trends listed above to craft a holiday wonderland in your store or stall.

Visit Christmas Gifts, Floral and Seasonal Gifts in Hall 2 to source these trends in preparation for Christmas 2019.

5 gift ideas that you need to know about in 2019

We can thank the pagans for the rituals of gift giving that we partake in today's era to show our loved ones what they mean to us. While Christmas is the most obvious time of year for sharing presents, it's clear that gift giving is an evergreen human activity!

The perfect gift doesn't have to cost a fortune. But gift ideas need to come from the heart, and it needs to show the recipient that the gift giver truly values who they are.

Your customers will love you for stocking gifts related to the on trend gifts listed below in your store. Not only do these represent a contemporary spin on perennial bestsellers, but these gift ideas also highlight experiences. And experience is a big theme for the foreseeable future.



1

Travel goods

We have Instagram and millennials to thank for a focus on the many remarkable travel experiences out there. Think travel motifs (maps are a big one for 2019 and have consistently risen in 2018 in the Amazon bestselling products categories) on items such as coasters, pillows, scarves or diaries. If your store has the space to hold bigger items, folding cloth chairs (very similar to a director's chair you'd see on a movie set) will certainly catch your customers' attention.

2

Silence is golden

Noise cancelling headphones could be the greatest gift of all. While the world is a beautiful place, it's also a noisy one. Noise cancelling headphones are worth their weight in gold if the receiver finds themselves commuting or in a co-working space. They needn't be expensive either, but do your homework before you buy stock. Not all headphones are made to the same high-quality standards.

3

Nesting is still big

Anything that contributes to a welcoming home environment is a winner. Hygge may not be the new trend it once was, but there's no doubt that our home is our castle for most of us. Naturally fragranced candles (synthetic fragrances are out), rustic pottery mugs, teapots, uniquely shaped chopping boards and couch throws are just some ideas for gifts that never date and suit both summer and winter climates.

4

Wellness items

There's a bigger focus than before on creating pockets of mindfulness in our days. Provide your customers with the opportunity to give the gift of self-nurturing to their loved ones by stocking slippers, eye masks, robes, aroma diffusers, humidifiers and dry brushes. Gwyneth Paltrow swears by hers!

5

Personalised jewellery

There's a large focus on unique and customised jewellery pieces but not necessarily of people's names. Bangles, necklaces, anklets and earrings that have a descriptions of attributes (e.g. courage, hope, determination, bravery, success) or messages (e.g. I love you, congratulations, thank you) will delight your customers.

Visit the Main Stage throughout the show to discover the latest trends in gift and contemporary gift at Spring Fair 2019.



Denby



St. Eval Candle Company



Something Different Wholesale

Men's wellness takes the spotlight

Men's wellness has been an emerging trend for a while now, but it's in 2019 that the trend will step fully into the spotlight.

What's driving the trend is an acknowledgement that the rule book doesn't work anymore - for women or men. There's a curiosity, and a desire, to explore a healthier and more holistic life. In addition, self-care is now seen as an essential rather than an indulgence.

Retailers can help men on their wellness quest by not only providing products, but also educating them in how to best use these new additions to their morning (and evening) routine.

The following list provides you with everything you need to know about stocking the wellness products most in demand - and how to market them to men.



Step away from stereotypes

Typical depictions of masculinity are not the way to promote men's wellness products. Men don't want to be defined any more rigidly than women do. Stocking and selling wellness products provides you with a unique opportunity to showcase a more inclusive idea of manhood.

Differences are welcome

We're seeing a focus on diversity and inclusion in our wider culture. Remember this when choosing which brands to stock. Men will respond to a retailer who champions the very differences that make people so unique and interesting.

Focus on health

Wellness is all about looking after the whole person. Market the men's wellness products you'll sell by showcasing how self-care takes into account physical, mental and emotional health.

Pampering products

Men are embracing more than just cleansers and moisturisers. Delight your customers with unexpected products, such as serums, cuticle kits and creams and beard oils. Luxury shaving products are also a winner. It's also worth noting that there has been consistent growth in the male cosmetic market since 2012 - and this growth is expected to continue until 2024.

Remember the teens

Interest in men's wellness products is not limited to one generation. Baby boomers, millennials and generation Xers are all waking up to the benefits offered by the wellness trend. However, it's a smart move to provide a range(s) specifically for teens since they're the male wellness customers of the future. Teen male wellness skincare is one of the biggest trends of 2018 and 2019, no doubt driven by Instagram.

Find male wellness products and brands at Spring Fair in Beauty & Wellbeing, Hall 20.



KMI Brands Ltd.



KMI Brands Ltd.



Edgar Jagger Ltd.



D. R. Harris & Co Ltd



Scottish Fine Soaps

Experiential design and the future of bricks & mortar retail

The physical world of retail and the beloved British high street is no longer just a channel for buying. Focus has shifted from the product being king, to the customer experience now reigning supreme.

The traditional store holds less relevance to the consumer and in its place we're seeking out the story behind the brand, fulfilling our ever increasing desire for exploration and discovery. We're no longer purely driven by the need to part with our money in exchange for products. After all, the internet and e-commerce is more than capable of meeting our needs on this front.

It's safe to say that traditional bricks and mortar retail isn't dead, it's simply changing and in its wake presenting some exciting opportunities for independent retailers to creatively diversify their in-store offering and connect with their customers through an elevated and personalised experience.

Key to this experiential retail revolution is the design of our shops which now need to deliver something that simply can't be replicated online. Design that enriches our lives and leads us on a journey, resonating with the customer, their lifestyle and connecting with them on a whole new level.

So what does it take for indie retailers out there on a budget who want to capitalise on the experience market and offer their customers something beyond the items they stock on the shelves? Of course, technology can be a huge asset to experiential design but this can be expensive and you really don't have to spend a fortune to offer a personalised shopping experience.

At its heart is understanding who your customers really are, listening to them and tapping into their ever changing lifestyle needs and wants. If you can channel this into the design of your space then you'll not only resonate with them, you'll ensure you remain relevant and more importantly stay the course.

Gwyneth Paltrow's lifestyle brand Goop, where the space has been styled as a shoppable residence (based around her own home) including a fully functioning kitchen. Customers are encouraged to test and sample products as they navigate their way around each room. From homeware and interiors to fashion, beauty and books, the aesthetic is homely and welcoming with a meticulous attention to detail.



Image credit: Goop

SPRING FAIR DIRECTIONS



Image credit: Abigail Aherne

Agile design is critical as it provides retailers the opportunity to continuously change the look, feel and layout of their store, with minimum fuss and maximum impact. Essential to this is choosing the right fixtures from the outset - simple and adaptable goes a long way and don't be afraid to try something new with the layout which breaks with convention and challenges the end user.

An unusual use of a particular material, a bold mix of colours or a striking contrast in appearance can all make a statement within a space and grab peoples attention. Opting for an unexpected and esoteric aesthetic should appeal to your target demographic and will ensure you're remembered for all the right reasons.

The general public can spot a phoney a mile off so always aim to be authentic in your approach and execute regular in-store changes with consistency so that customers come to feel that the space has been created specifically with them in mind.

A fresh and dynamic look and feel will keep customers repeatedly coming back to discover whats new. Each and every trip to your shop should feel like a journey into the unknown with an air of excitement of what they might unearth, learn and share with others, creating a sense of community with their fellow shoppers.

Challenging retail conventions at every opportunity is the queen of dark interiors herself Abigail Aherne. Her Essex Road store in Islington is regularly reconfigured, new and interesting materials added and colours updated (all in her signature inky hues). This provides her customer base who identify with the distinct aesthetic a new experience during each visit. A mix of products sit seamlessly next to one another, styled beautifully and providing an abundance of inspiration.

The introduction of cafes, studio spaces, customisation booths and interactive areas to even the most modest of retail offerings ensures that you engage all of the senses with sight, smell, touch and helping to create a memorable and engaging experience.

This evolution of retail finds us waking up to the reality that ultimately, our shops should no longer look or feel like a 'shop' in the strictest sense. As retailers we must be looking to explore new mediums across other sectors that create a physical embodiment of the brand and which challenges the status quo.

The biggest benefit to independent retailers amongst this changing landscape is their ability to react quickly and implement new ideas expediently and effectively. As the old adage goes - nothing ventured, nothing gained and in this modern age of retail, there's certainly a lot to gain by giving it a go.

Modern Society in Shoreditch, works across different mediums from fashion and accessories to photography and hospitality to offer a diverse and creative shopping experience which aims to connect with those who share their same vision and values.



Image credit: Modern Society

Why are retailers increasing investment into private label?

Over the past few years the number of Spring Fair exhibitors offering private label ranges has risen, and it's clear this a reflection of the significant growth of retailers wishing to offer their branded products rather than a passing phase.

This major industry trend is showing no signs of abating, as shown by a recent IRi study. Private label share has grown for the fourth consecutive year, partially due to consumers switching as prices rise, but also as premium ranges push quality credentials and expand further. In the past year alone, private label value share has grown 52 percent in the UK.

So, what is fuelling this growth?

Protecting the bottom line

Whilst it may seem obvious to point out, retailers producing their own private label are taking advantage of an excellent price protection strategy that ultimately becomes a point of differentiation from competitors. The growth of discounters and latest big wave of disruption courtesy of Amazon and Google, as they continue to expand their category footprint at pace, are having a substantial impact.

The development of private label product lines has helped retailers move away from having to get involved in the race to price match against online retailers. By having a unique product range, retailers can protect the pricing strategy and with it their bottom line.

Knowing where products come from

Consumers are becoming increasingly aware of where their products come from, and not only they care of their origin, but also of how they are made. Producing private label products means that retailers have the opportunity to become more involved in your product supply chain, even if it is simply just customising an existing supplier's product or a fully sourced product from the East.

However, whilst consumers are increasingly more interested in where products come from, they are also willing to pay more for ethically sourced and sustainable products. This should come as no surprise. In 2015 global research experts Nielsen polled 30,000 consumers in 60 countries around the world. They wanted to know what influences how people feel about brands and how those feelings impact buying behaviour. They found that 66 percent of global consumers are willing to pay more for sustainable goods and that an extraordinary 73 percent of Millennials would pay significantly more for a product made in a sustainable way.

Not only is getting to know your supply chain something a retailer should know, it is becoming something that you consider before stocking a product line.

Has a beauty product been tested on animals? Is a plastic product made of reusable plastics? Do you stock greetings cards made from recycled paper? If these considerations have an impact to your own buying decisions, how would they effect your own customers' decisions?

The creation of your private label goods gives you the opportunity to tell your products' story in a way that can influence buying decisions within your store.

Brand creation

Producing private label products presents a clear opportunity to create a premium offering that reflects your store and your own brand ethos. Private label has seen an evolution into 'private brand' in the last few years, and our exhibitors are clearly seeing the business opportunity in that development.

This means that private label products are no longer the domain of the large retailers, with significant reach and slightly deeper pockets. We are seeing innovative, consumer-focused ranges across all parts of retail from beauty to textiles, from decorative accessories to greeting cards and they offer a finely poised balance between price and quality.

Should you wish to create a product range that is unique, reflects the ethos of your store and brand, or offers up an opportunity to drive a point of differentiation, now it's never been easier.



WIDDOP & Co.



SPRINGFAIR

Private label at Spring Fair

As a hub for some of the UK's most innovative, inspiring and intriguing designers, manufacturers and craftspeople, Spring Fair offers a unique opportunity to source products that will make a real difference to your sales in 2019.

Julie Northeast, UK Sales Director at Gala Candles, said: "At a global level, we absolutely recognised that our customers wanted to rationalise their supplier base, have a better overview of supply chains and control where and how products were manufactured.

"They are incredibly conscious in wanting to track the history and sourcing of their ranges. This has been a significant consideration behind diversification for our company."

Gala Candles has an annual turnover of €270m, with manufacturing sites in Germany, Hungary, Poland, the US and India. The business works with most of the UK's major supermarkets, and approximately 50 of the largest retailer multis. Gala has made a number of acquisitions to enter a broader segment of the home and gift market, and now offers its retailer customers a broader range of candle products, across more price points than ever before. The company has also entered the home fragrance market, selling diffusers, potpourri, reeds, essential fragrance oils and dried flower arrangements, to great success.

Julie added: "Private label is an essential part of our business, and one we are excited to expand alongside."

Stephen Illingworth, product development director at WIDDOP & Co, said: "We really invest in delivering what retailers want from their private label ranges, before they even know it. We spend over £100,000 per year tooling for new product development and £150,000 per year express shipping exclusive samples. We produce £5m+ at retail per year of completely bespoke product."

Bespoke design and new and innovative approaches to giftware makes WIDDOP & Co. the leading supplier to the trade. From photo frames to figurines, clocks to stationery, their range caters for a wide and ever-expanding variety of retailers.

Over 90 percent of the company's ranges are exclusively designed in line with market trends, ensuring 7000+ products are unique, affordable and at the cutting edge of contemporary consumer tastes.

"Private label is a unique proposition, but the service you offer must provide the foundation for your product range and a strong relationship with your customer – we've put a lot of focus on this in recent years, and will continue to do so."

Spring Fair exhibitors can now easily indicate on their online and catalogue profile whether private label is part for their offering, making it simpler for retailers to identify their potential supplier.

"Spring Fair is a key element in our plans to highlight to the big retail players and the wider market that we have a broad range and all of the supply chain credentials they require for absolute peace of mind."

Find brands that offer private label throughout Spring Fair's 15 sectors in February.

Hints and tips for a productive Spring Fair

“Bring a big enough bag to take home the samples, quotes and catalogues you collect on your way around the show.”

Abimanyu Noviello
Exhibitor Marketing Manager –
Spring & Autumn Fair

“The NEC covers more than 182,000 square metres. Spring Fair occupies all of the exhibition halls so make sure you’re wearing comfortable shoes and are prepared for a lot of walking.”

Jessica Dawney
Head of Sales –
Spring & Autumn Fair

“If you’re travelling to the show by train, you can get a 25% discount off your journey with Virgin Trains. Find the details at springfair.com/travel!”

Jennie Kwan
Creative Marketing Manager –
Spring & Autumn Fair

“Carry a bottle of water. There are water stations at the entrance to all the halls, but that can seem a long way to walk if you’re at the other end!”

Rebecca Simmonds
Creative Communications Producer –
Spring & Autumn Fair

“Always start the day with your most important suppliers if you already have them, or with the exhibitors at the top of your wishlist if you’re on the hunt for new ones.”

Giovanni Musio
Head of Marketing –
Spring Fair

“If you have time, visit a hall that isn’t on your ordinary sourcing list and be sure to walk down every aisle. You’ll be surprised by the variety of exhibitors you’ll find.”

Rachel Cryan
Senior Social Media Executive,
Spring & Autumn Fair



The interior looks in 2020 that your customers will love

If you're looking for all the creative interior inspiration you could possibly need for 2020 then you're in the right place. From consistent hints of luxury to brushed brass making an entrance and floral features becoming ever popular, read on for some of our favourites...

A Blast From The Past

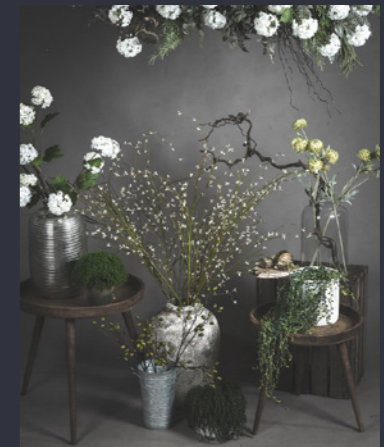
From fringing to vintage to bold features, the past is creeping back in a stylish way. The "less is more" trend has enjoyed the limelight for many years, but 2020 is bringing the "more is more and less is a bore" style back. Vibrant colour combinations, flirty accessories and flamboyant elements are the main features of this trend. Fringing and pom poms are sure to be swishing into interiors everywhere making its way onto curtains, cushions, lamp shades and even furniture!

Under The Floral Spell

2020 is set to be a big one for floral and sees a noticeable change in style transforming from bloom heavy and introducing more detailed floral content. From pure textures and shapes, to local seasonality and foraged natural elements, the coming years are all about embracing the goods that nature gives. Incorporating moss, branches, bold statement colours and minerals will be the identifying style for many arrangements.



Mixed metallics, slate blue and plush velvet setting a luxe industrial scene.





The Industrial Revolution

Industrial luxe interiors are set to be huge! Moving away from a more rustic approach of industrial style and introducing luxury elements to create a little twist on the trend and merge two contrasting styles. This is a softer approach compared to the usually harsh style which will incorporate natural materials such as concrete and copper teamed with luxurious accessories such as velvets and gold. Tough luxe is the new luxury.

Make Way Copper, Brass Is Coming Through

With previous years seeing the likes of copper and rose gold being a main trend, it's time to move aside for brass. However, unlike copper, brass is here for the long haul. This timeless metal brings warmer tones into an interior and can be used across a whole host of features including door handles, taps, lamps, and accessories. Taking it one step further... introducing an ensemble of metal accents throughout one room creates balance, definition and classic style too.

Luxe Living

We all love a bit of luxury in our lives and 2020 is looking promising for just that. Think plush velvet, opulent colours and lavish lighting, these features will be setting the way for many interiors. Sumptuous velvet is sticking around, we will see this used more with bold colours and mixed in with metallic features alongside darker walls, a key trend which has started to show more recently. Simplicity will also be key, combining chic and luxurious together to create a modern living space with little clutter and lots of style.

Discover more interior trends across all 15 sectors, at Spring Fair 2019 this February.



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See you in February.