



Directions

SPRINGFAIR
AUTUMNFAIR



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Cover image courtesy of Mineheart.

Find them at Autumn Fair at The Summerhouse in Hall 20.

Moving in new directions

Welcome to the second issue of Directions, packed full of trends, design and product inspiration and useful insights... everything you need to help inspire your sourcing decisions for 2020 and beyond.

Too many people use the word trend and they think season fad. However, to us trends are really just a subtle evolution of colour and products, (of all different types) that enable us to continue to present and engage with customers in a way that feels contemporary and not jarring from season to another.

If interiors and contemporary styling is where your heart lies, be inspired by AW 20/21 as Sam Donnachie, Creative Director of Colour Hive explores how consumer behaviour impacts the colours and styling that people will be drawn too. And if you gravitate to the fashion side of buying, leading fashion forecasting agency, Unique Style Platform have also curated an overview of SS 20, to help reinforce your stock choices and, perhaps, inspire some new picks.

When we look at general gift, we're starting to see two main themes. Firstly, pastel colours are still bang on trend and in demand. Be it the bright rainbow pastels, or the slightly washed out

versions coming through, consumers are still in love with colour and it shows no signs of slowing down.

Secondly, the rise in demand for reusable plastic products is going beyond bottles. We are seeing exhibitors stock up with a range of plastic alternatives and deep dive into the sustainability of their own products. We suspect you are also taking a closer look the supply chain of your own products, we have explored some of the challenges with tackling transparency in supply chains a little further.

Lastly, you may have heard, Autumn Fair has been re-edited! Moving all our (1200 or so) exhibitors over to the Atrium side of the NEC, enaming the sectors and rebranding the show has kept the team at Autumn Fair HQ pretty busy. However, it's going to be impossible for you not to see new things, and far easier for you to get to where you want to be!

We can't wait for you to see the results!

The Autumn Fair Marketing Team

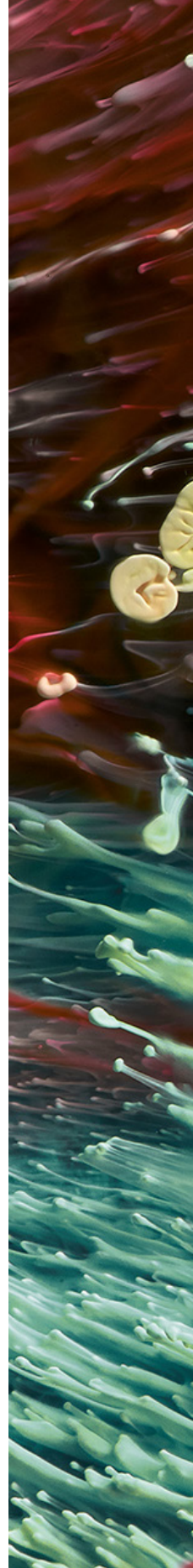
Suzanne Giovanna *Jennie Leanne Kieva*

Trend forecast for AW 2020/21

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

Colour Hive's mission is to find that perfect place where analysis meets aesthetics for the most commercially sound and uniquely inspirational forecasts. As the creators and publishers of MIX Magazine, Colour Hive present their trends quarterly with beautiful imagery, insightful editorial and intelligent analysis.

Our core belief that trends don't happen in a vacuum, burn brightly for one season and sink without a trace is reflected in the subtle evolutions in trends from 2020. Moving into 2021, environmental concerns, ideas around control, and increasingly polarised views continue as driving themes. In keeping with a mood of polarisation we predict aesthetically diverse responses to identical drivers.





Scuff

Welcome to a new world of scarcity, where minimalism is not a considered decision, but simply using what is there. With necessity inspiring ingenuity, this trend finds pleasure in the every day, the plain and the imperfect.

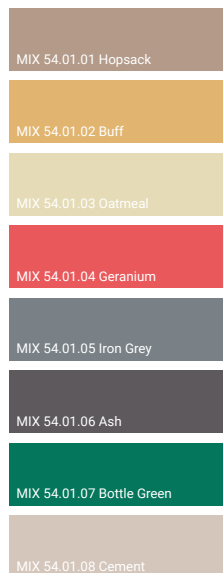
Visually, this trend has a highly un-curated feel, inspired by people using things they like; inclusive, energetic and resolutely un-crafted. On a more macro level, there is also recognition of the finite nature of many of the world's resources; food and water in particular are under threat.

Blurred and scuffed motifs dominate, along with mark making and rubbings. The rise of the non-print is also referenced; non-conversational and atmospheric, shadowy and hard to pin down. Pattern is kept minimal, relying on texture and hand details.

When it comes to a choice of materials and surfaces, this trend espouses sustainability. Colours aren't flat, surfaces aren't perfect, instead worn and broken-down motifs prevail. Fabrics are battered and frayed, shiny though wear. Others are chosen for their toughness; denim, leather, hessian, linen, hemp, brown paper.

Furniture has a make do and mend feel to it, often chunky and low, using materials that are damaged and eclectic. Textures are over layered and patched.

Finally, colours have a slightly disordered and random feel, chosen to evoke the unexpected effect of found objects. A brilliant shot of Geranium, graphic Bottle Green and Ash all add definition. These shades are grounded by utilitarian neutrals Hopsack, Buff, Cement, Oatmeal and Iron Grey.



MIX Images © Colour Hive





Ritual

In times of uncertainty, we turn to what we know. The comfort of the ritual, both spiritual and every day reassures us that all is well in a world that often feels perilously out of control.

The importance of rituals cannot be overstated; from momentous rites of passage to simple actions like kissing someone goodbye. Rituals help to make sense of the passing of time and alleviate anxiety.

What is driving the need for ritual? The opposite of selfishness, rituals foster a collective approach to life increasingly sought by those isolated through technology and circumstance. In response to this, we search for new rituals, often with a humanist spin. The rites of the ritual are a powerful draw, even when religion is removed from the equation.

Rituals help to instil meaning and value, encouraging us to keep and treasure the objects that surround us. Because many rituals are so personal, there is a fluid mixture of eras, better to evoke tradition, certainty and the passage of time.

Antiquarian looks inform many of the textures and surfaces for this trend, referencing the beauty in decay. The ritualisation of elements; fire, water, earth and air, is also indicated through materials. Carbon and obsidian are examined, edges are carbonised, metal is gently oxidised. More than anything, these materials evoke the traces that are left behind.

While at first glance the palette appears dominated by darks, a closer look reveals careful balance, with Pine, Coal and Juniper lifted with Alabaster, Blue Calcite, White Sage and Green Tea. A vivid shade of Arsenic green cuts through, adding a hardness and unexpected brilliance to the group.



MIX 54.02.01 Alabaster

MIX 54.02.02 Juniper

MIX 54.02.03 Coal

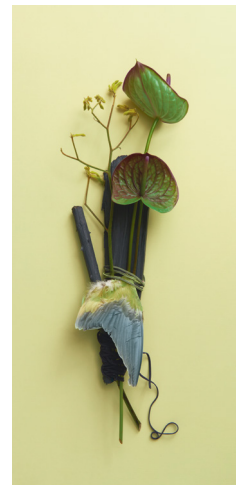
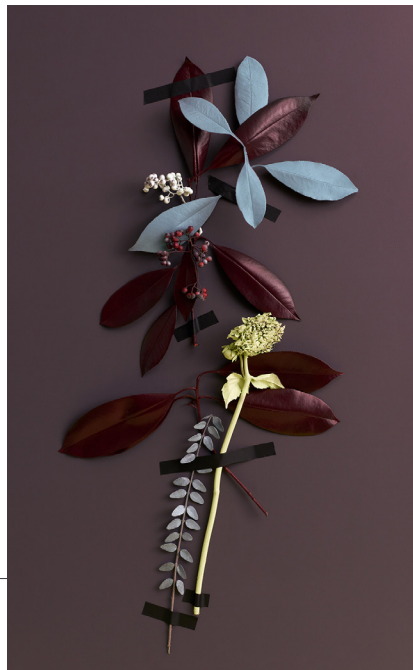
MIX 54.02.04 Pine

MIX 54.02.05 Green Tea

MIX 54.02.06 White Sage

MIX 54.02.07 Blue Calcite

MIX 54.02.08 Arsenic



Dome

At its heart, this trend is about protectionism and control. Rather than addressing pressing societal and ecological issues, Dome opts out altogether and retreats into a utopian dream world.

Dome takes our longer running theme of protectionism one step further and enters an imagined, futuristic vision of closed environments where both protection and isolation are guaranteed.

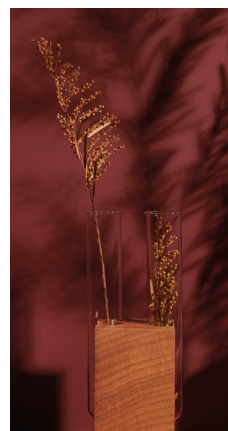
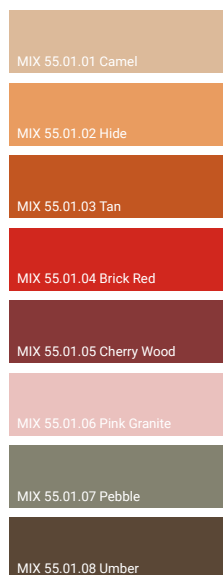
There are references here to 60's and 70's retro futuristic architecture and allusions to leaving this broken planet and colonising Mars; the ultimate fresh start. Yet despite all the utopian rhetoric, Dome strives to be connected to the living world, recognising that bringing nature into the dome is essential for human happiness. Thus, on a smaller scale, we see miniature and Zen gardens, artful and contrived and revelling in tiny proportions.

High performance materials co-exist with luxuriously finished natural materials. There is an emphasis on tactility; leather, animal and reptile skins,

both fine and faux; crushed semi-precious stones and marble, shearing and precious woods.

Furniture has a slightly retro feel to it; the future seen through a 60's and 70's filter, with pods and rounded shapes predominating. We also see strong groupings or 'families' of furniture, particularly upholstered seating, riffing on colour groups, adding cohesion to interiors.

The palette is dominated by a trio of reds, subtly referencing Mars, with shades of an orange cast Tan, Brick Red and Cherry Wood. Natural materials are indicated with Hide, Umber and Camel. The continuing popularity of pink is also referenced with Pink Granite, a greyed-off mineral blush that works as a neutral alongside a versatile shade Pebble grey.





MIX Images © Colour Hive

See Colour Hive talk through these trends each day at Autumn Fair. 10:45am in the Sourcing Theatre (Hall 10) and at 11am each day on the Inspiring Retail Stage (Hall 6).



See Colour Hive talk through these trends each day at Autumn Fair. 10:45am in the Sourcing Theatre (Hall 10) and at 12pm each day on the Inspiring Retail Stage (Hall 6).

Gorge

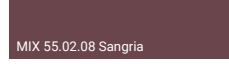
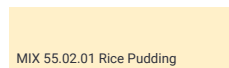
An evolution of our SS 20 trend Parade's focus on the importance of creativity, Gorge endorses vulgarity and theatricality, rejecting prevalent inclusivity in favour of exclusivity, rarity and personal pleasure.

Decadent, fatalistic and nihilistic, there's a distinctly end of days feeling to this story. Building on previous themes, Gorge sets out to explore our further disconnection with reality, gleefully losing control and opting for instant, often exhibitionistic gratification.

With references to the surreal world of 70's food; turning chicken green and combining ham with bananas, there is a sort of appalled fascination, part slightly queasy humour at play. This all you can eat, stuff your face approach is a none too subtle reaction to the recent prevalence of wellness. As the antithesis of Buddha bowls and veganism, here ugliness and strangeness are lauded.

Materials revel in decadence; unusual coloured marble, statement ceilings and photographic murals all make their mark. There's a sensory pleasure that encourages touch and a firm nod to the 70's in terms of wallpaper, which migrates to ceilings for an almost oppressive immersion in pattern and the return of thick shag pile carpet (again creeping up walls).

The colours are carefully balanced to deliver powerful and unexpected interplays in line with current themes on disruptive palettes. There are references to the 70's with drab Avocado, Cherry Pink and Sangria, while the continued interest in pink is reflected in the decadent patisserie lilac of Macaron. Neutral shades of Rice Pudding and Indigo (a worthy alternative to black) are balanced by unremittingly optimistic shades of Pineapple and Marigold.



MIX Images © Colour Hive

Pastels are cool again?

Pastel colours have been coming through in design and fashion for the last few seasons, but as we move into 2020 we can't help but be inspired by the interiors and products that are creating lighter, happier spaces.

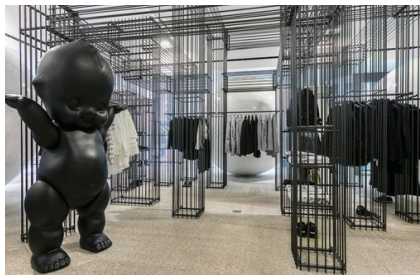
A few years ago pastel colours would have been the domain of children's rooms and stepford wives, however that's changing, right now there is nothing more on trend than pistachio greens or a peach jelly pink. But away from fashion stores and high-end interiors, how does this translate into everyday products?

Well, what we expect you'll see on the show floor at Autumn Fair, is that pastel tones are represented throughout the show sectors, not just in the living and decorative sector, but we expect to see these friendly shades though out all sectors. Here are a selection of our favourites.



Curating retail spaces that tell stories and build communities

Every brand has a story and like all good retailers out there, if you want to appeal to your customers and keep them coming back, then you need your physical retail space to communicate your story in an instant, creating a sense of intrigue, excitement and capitalising on that all important experience!



Dover Street



This is no easy task for modern day independent retailers, with an abundance of offline stores that have big budgets, even bigger spaces and industry leading expertise at their disposal! Throw in a dash of online retail into the mix, with all singing all dancing websites that have ever advancing capabilities and it suddenly seems like a daunting, near impossible task to the thousands of fledgling retailers out there.

And yet, it transpires that small and independent continues to win the race on this front with consumers being drawn to the high street to seek out those fast paced, rookie retailers who are leading the way with their ingenuity, creativity and personalised experience to meet the modern day consumers appetite.

So what's the trick to creating an instantly 'grammable' retail destination that resonates with your customers and their lifestyle?

Well first thing's first, step away from the store front and take a long hard look at your loyal and valued customer base. Social media means your customers aren't simply a captive audience to what you have to offer. They have a voice, albeit a very powerful one, and it must be listened and responded to in order to curate a powerful retail environment.

Historically, retail spaces, by their very nature are community hubs, traditionally bringing people together from the local area to converse and socialise via one common outlet - the high street. Fast forward to 2019 and the basic principles of this act are still alive and thriving but now under the guise of online and digital.

Design savvy brands with a strong interior scheme are a mecca for social media influencers, congregating to capture those in store moments that are immediately identifiable to the general public.

It's this visually strong, brand led retail design that when executed correctly, is priceless marketing and PR to a high street retailer which can lead to engagement and exposure far beyond the realms of the humble high street, bringing people from far and wide to physically experience what they've previously only been able to look at, and admire, on their mobile phones.

As with experiential design, the focus is no longer solely on the product and in a strange but exciting cultural shift, we now see the store itself becoming a product in its own right, building a whole community around the design and what this has to offer besides simply buying goods.

Previous image:
A classic example of brand led, community based retail design is Apple, whose products, ethos and customer base are reflected in every corner of their in store design. Their sleek minimalistic style has jumped off the product and onto the walls, floors and furniture with the inspiration stemming from city plazas and outdoor green spaces where people naturally come together to converse, experience and enjoy.



Image credit: Abigail Aherne

As with all of the best designs, factoring in change is essential to survival. By regularly refreshing the design of your store, even with smallest of touches and the introduction of new features, it offers your customers a fresh reason to visit the space and a brand new opportunity every time to grab insta-worthy images to share with their thousands of loyal and increasingly highly influenced followers. Never underestimate the power of customers and their mobile phone!

The curation of a space relies heavily on the details as good design holds hidden depths which, at first glance, don't appear obvious but upon further inspection, can reveal a whole host of thoughtful, ingenious design traits which enhance and connect with the customer on a much deeper level. And these very details help to deepen your core customer relationship with your brand.

Once a strong brand presence has been established across your store interior, attention can turn to other creative ways in which to increase footfall and shopper spend as you move forwards. The word 'collaboration' is the buzz word of the decade and it holds more importance to the success of modern day independent retailers than ever before.

By working with other like minded and often influential and highly regarded brands in the same environment and branded interior space, customers are able to experience products you'll know they'll love just as much as your own whilst building on your own story and the community through which you operate.

Above:

Roman and Williams Guild in New York have seamlessly combined their distinct aesthetic into a combined retail outlet and eatery where customers can immerse themselves in the design duos distinct aesthetic. The space combines a restaurant, flower shop, library and homewares, each operated by highly regarded industry leaders and helping to bring together like minded people in one seamlessly designed space, appealing to foodies and taste makers alike.

AUTUMN FAIR DIRECTIONS

With a retail scene that's awash with new brands and design aesthetics popping up out of nowhere, it can seem like an impossible task to find suitable identity for your shop interior. But in reality, it's the simplest of ideas that attract the most attention. It doesn't take big budgets but a little imagination to lead the way on your high street.

Social media is the number one authority on trends if you want to know what people love (and loathe!) right now. Delve deep into consumer insights and you'll soon find what's ticking all of the boxes.

The trick to true success however, is in how you use this information to translate it into a design lover's paradise in your store. By subverting a well loved or traditional aesthetic or theme you take the obvious and turn it on its

head, taking consumers in a whole new direction and paving the way for exciting design possibilities.

It's ironic that the future of retail design seems to be going full circle. Digital was once slated as the number one culprit for the demise of bricks and mortar retail. However what we now see are social sharing platforms being utilised to inspire in store design choices through high impact trend influencers who are at the heart of the marketplace.

And it's these very same digital platforms that then help to create an engaging real life shopping environment, with that same online fan base which was the driving force behind the design, going on to promote and share the physical space back into the realms of the digital world.

Below:

Milk Train in London have taken the best elements of successful retail design and applied this to their hospitality environment, taking a fresh perspective on traditional Art Deco and offering a new perspective that delights and inspires its customer base and enables them to stand out in a competitive environment with its niche aesthetic.



UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

Fashion Focus: Spring/ Summer 20

—

Jane Kellock, Trend Forecaster and Founder of leading trend agency Unique Style Platform comments on the bigger picture drivers that are impacting consumer trends in 2020.

In response to a world in transition, we seek a greater connection to nature and a deeper sense of wholeness, reflecting on what really matters.

As well as trying to be our best selves on a physical, spiritual and metaphysical level, we also adopt a more outrospective attitude, focusing on the world around us.

Consumption culture is replaced with a desire for meaningful experiences and sustainable solutions, as we celebrate process and embrace the imperfect.

Technology both empowers and unsettles us, as we merge tech and humanity to create a 'new normal' with limitless possibilities.

Barriers are broken and gender & sexuality become irrelevant as Gen Z increasingly seek non-binary products and experiences. Cultural exchanges and high-low combinations create surprising outcomes, as we break down barriers....and have fun!

Honest

Adapt - Reduce - Rare Luxe -
New Perceptions - Focused - Process

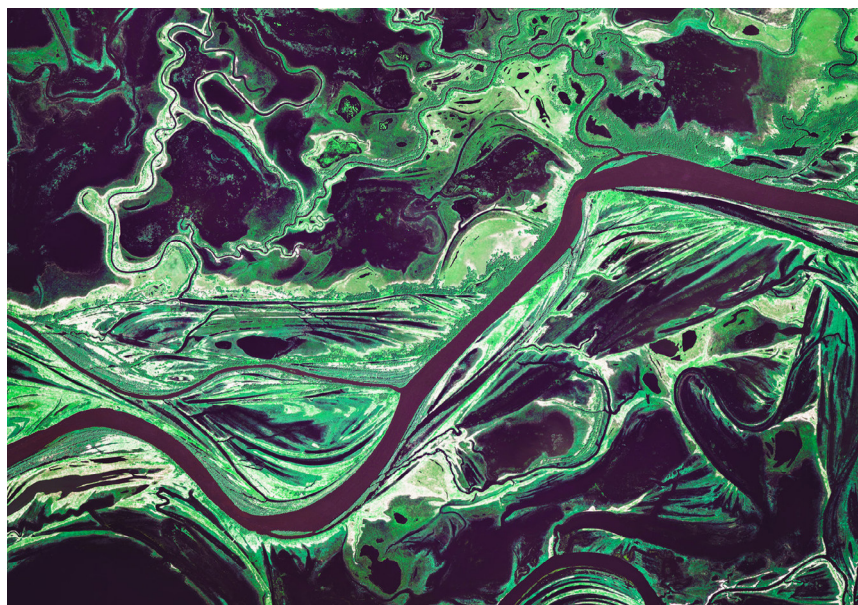
The rare and imperfect becomes aspirational and redefines the concept of luxury, as consumers embark on a quest for exotic and undiscovered products and ingredients.

A celebration of imperfection and failure means artists and creatives are embracing process and learning from their mistakes. Consumers regenerate their perceptions of beauty and see value in flaws.

Changing the narrative around perfection also encourages a more real way to live, both IRL and online. Remote retreats and calming environments offer a place to focus, reflect and find new perspectives.

Consumption culture is replaced with a desire for adaptable and sustainable solutions, while built to last products are revered for their longevity. As the continuing conversation around sustainability reaches crisis point, consumers consider the environmental impact of the fashion industry and look for alternative ways to shop.

The exploration of sustainable ingredients and processes continues as innovators look to natural resources such as bacteria, algae, fruit and vegetables to create new materials, wellness and skincare products.







Limitless

Enhanced - Fragile - Unsettling -
Pushing Limits - Sweetly Subversive

Intimate desires and the need for amplified experiences are pushed to the max, creating a new normal with limitless possibilities. As extremes abound, consumers are left feeling simultaneously enhanced, thrilled and anxious.

Tapping into consumer's desire for the unexpected, the beauty, food and drink industries combine innovative science with Insta-worthy appeal, creating surprising and strange outcomes.

Technology is embedded into every aspect of modern day living as society continues to question its impact on humanity. Tech enlightens and entertains, while also encouraging obsessive behaviours. As issues surrounding the sharing of personal data and online

bullying escalate, Twitter and Instagram encourage people to share their stories and raise awareness.

Fourth wave feminism and the #metoo moment continue to create more inclusive and diverse attitudes and femininity is celebrated. A new drive towards equality means media, products and services start to pass through the female gaze, making them a more balanced reflection of modern society.

Sex care is the new self care, as the next big opportunity for beauty brands lies in the sexual wellness market. As the notion of love evolves within society, consumers also experiment with the meaning of intimate relationships.



Ritual

Inter-connected - Spiritual - Awakened -
Intuition - Room to Breathe

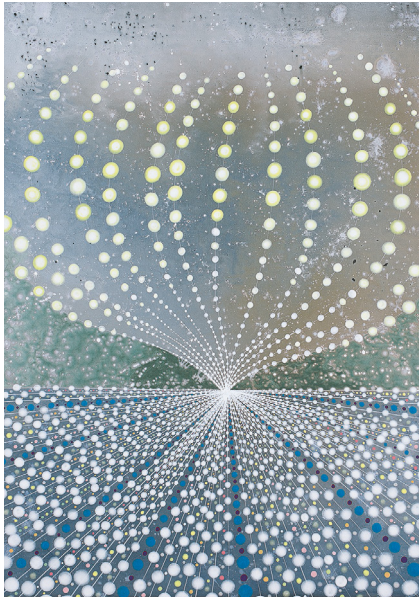
Striving to find meaning in an uncertain world, consumers embrace mind and body enhancing experiences, while ancient practises and modern mysticism offer alternative self-care solutions.

Consumers reawaken to the enchanted powers of the universe and seek a piece of the sacred in the everyday - satisfying their craving for meaning and serenity and fixing their gaze on the wellbeing trilogy of emotional, physical and metaphysical health.

As feeling good becomes the new looking good, the idea of wholeness sees the health and wellness industries become fashions biggest rival.

Calm, considered and thoughtful, looking out not in creates a whole approach to living well. Gaining perspective is prioritised as the concept of wellness becomes more inclusive – 'less about me, more about we'. Good mental and spiritual health become as important as physical fitness.

New bohemians embrace their inner hippy to live, love and create in harmony. Retail spaces and the home become places of ritual, connected to nature and humanity, while travel destinations are the new sacred spaces, offering remote but connected escapes.







Brave

Cross cultural - Individual - Fierce -
Courageous - Customised - Playful

Bold, brave and unafraid to say what they want, a new breed of consumer tells their own story free from stereotypes. The power of authenticity reigns -they are fearless, bold, optimistic and unapologetically themselves.

As ideas around gender, sexuality and taste continue to change, the concept of male and female becomes increasingly irrelevant to younger consumers. The notion of camp has also evolved from a place of marginality to become an important influence on mainstream culture, fashion and interiors.

Cultures are exchanged, eras blend and glamour is reclaimed, as the desire for individuality continues. Consumers are unafraid of hybridizing in a bid, not only to

tell their own story, but to speak for those without a voice.

Disruptive thinking continues to drive change and create a sense of fun and a light hearted approach to life. Clever retailers continue to re-think the concept of shopping to include playful IRL experiences that connect consumers, tapping into their desire for more than 'just stuff'.

Personalised products and unique shopping experiences are enabled by technology. Brands gather data and build consumer profiles to provide targeted recommendations and bespoke products - a vital change in the new retail landscape.

See Jane Kellock
present the
AW 20/21 trends
at 1pm on the
3rd September.



Sustainable products

Expect more than just water bottles at Autumn Fair!

The humble reusable water bottle topped the lists of best selling products across numerous polls in 2018. Is anyone really surprised by that? After the phenomenal success of Blue Planet Two, combined with the work of climate change activists, the war on single use plastics is firmly in the mind of the average consumer.

Usually these seismic changes in consumer behaviour take years. 18 months ago, how many of us would be carrying round re-useable water bottles? Fast forward to today and the question is how many do you own? Everyone seems to have at least one. As the surge in popularity for these products continues to rise so does the vast array of shapes, colours, materials that they are made from. As the bottles differ, so does the price point an average consumer is willing to pay.

It may come as no surprise but most of the exhibitors at Autumn Fair have significantly upped their game. It's not just about the water bottle

anymore, although you won't be able to get away from them, but a vast array of sustainable replacements over single use plastics, and the range of sustainable materials replacing plastic components of gift and everyday products. Here are a selection of our favourites you can shop on the show floor in September!



HyTensil Camping



SoL Cups

Ian Snow Ltd



Gingko Electronics Ltd



Lund London




Gingko Electronics Ltd

Stop by the Sourcing Theatre in Hall 10 for more on sustainability, sourcing, chain management and insight into AW20/SS21 trends.

How ethical and sustainable are your products?

Audit. The very word conjures feelings of grey suits, taxes and about a million other things we would rather be doing! That said, more and more consumers are looking for products that 'do no harm', to either people or the environment.



We are all aware of the risk to a company's reputation being irreparably damaged when it emerges they have some unethical manufacturers within their supply chain, however whilst the UK modern slavery act goes some way to requiring companies perform due diligence on the human elements of their business and business relations, when it comes to ethical and sustainable practices it can be a little trickier.

This was highlighted in the varied answers that came out of a simple question of 'What does sustainable mean within your business' which was asked as part of the recent Spring and Autumn Fair's 'Values versus value' survey. It highlighted that there are differing opinions when it comes to what sustainability means. Does it mean low carbon footprint? Does it mean the product itself is manufactured from sustainable materials? Or does it indeed come from recycled materials? Is it sourced just around the corner from where the shop is located?

One thing is for sure, it's never been more important to be authentic and represent yourself, and your products, to your customers in an honest way. But to do this you must be able to be confident that you are claiming is true.

Ethical audits are becoming a norm should you be working with a large retailer whose procurement teams request more and more information from suppliers. Where an ordinary audit looks at quantifiable data and measurements, the ethical and green audits require a closer look at your products provenance. Companies like IKEA and H&M have created their own ethical score card that rates their suppliers. However, for most mid-sized retailers who may not have the man power to do this, where do you start? Unless you are a large retailer with a procurement team the likelihood of you having a robust procurement framework that can enforce standards on your product supplier, is probably uncharted territory.

One of the best places to start is with Sedex (Supplier Ethical Data Exchange). Sedex are a global membership

organisation that is one of the worlds largest collaborative platforms for sharing responsible sourcing data. What this means is that their platform tracks the supply chain practices over 50,000 members across 150 countries. This level of data enables them to share best practice in international sourcing regions and give their members complete confidence in who they are working with in any part of their supply chain. Also, can you imagine being able to open a new relationship with a supplier/manufacturer in a new region and know what they were delivering for other retailers?

One of the most widely used frameworks is SMETA (Sedex Members Ethical Trade Audit) which is one of the most widely used ethical audit frameworks in the world. It concentrates on four key elements around Labour, Health and Safety, Environment and Business ethics.

Most large retailers will require factories, manufacturers, and supply chain partners to have a validated third party audit, so don't be afraid to ask for this. It creates a level playing field as to what sustainable means. That clarity means that should you ever need to answer the question what is sustainable or ethical about the products you'll stock, you have a clear answer. It gives clarity that the products in your store, truly, do no harm.

To most independent retailers who are exploring sourcing this may seem like a daunting process. However, asking if your supplier or manufacturer has a SMETA audit is a good start, and a question a lot of procurement heads will start with. The second step is to invest in partnering with a third party audit business who can reliably give you the confidence to say exactly where your products come from, how and what they have been manufactured from. This will give you the confidence to answer your customers questions on these issues, because one thing is certain, this is an issue that more and more customers are aware of, and when making a decision on what to buy, this will often give one product the edge over another, even at a higher price point.

County Ltd.



& Other Stories



Kylie Cosmetics

Dover Street Market



Fendi Flower Shop

Scoop 86



Bricks and mortar retailers have been stepping up their game since the arrival of e-commerce. They are turning their retail stores into destinations that consumers can't help but visit in person.

Both permanent stores and pop up shops are taking experiential retail to the next level with stunning designs and interactive installations. We've rounded up a few of our favourites from all around the world, and the ones that still haven't been topped.

& Other Stories & Other Stories, H&M's sister store, caused a widespread buzz when they opened 11 stores across Europe, eventually expanding to the U.S. They constantly update their fashion forward merchandise to give their stores a fresh, innovative appeal. & Other Stories frequently collaborate with interesting creatives, like Shoplifter – a visual artist from New York, to change up the design and look of their stores. Everything in their retail stores from the products to the furniture is harmonious and has a purpose.

Fendi Flower Shop Botanical designer Azuma Makoto created a mobile flower shop for high fashion retailer Fendi. It was a small-scale production that garnered a lot of attention. The flower covered vehicle drove around selling limited addition Fendi bags and vases of Makoto's floral arrangements. It was used to promote Fendi's Spring/Summer 2016 collection that took flower power to a whole new level.

Scoop 86 Scoop 86 is a sneaker and lifestyle store in Luxemburg that stock both mainstream and smaller brand name trainers. They are a hybrid retailer that sell their runners online and in-store. They've created a band of loyal consumers by generating a community in their store. They hold mini exhibitions and audio tours that give consumers an insight into how the shoes are made. Scoop 86 also have an in house 'makers lab' where consumers can request personal touches be added to their trainers on the spot.

Kylie Cosmetics Online makeup brand Kylie Cosmetics regularly opens up pop up shops across the U.S. They give their customer base the chance to see, feel, and test their products IRL. They often create new products and new product types (including clothing) to sell exclusively in the stores. Launching new products in pop up shops is a great way to get customers excited and willing to come in-store. It pairs the experience of physically being able to touch the products with the exclusivity of new launches.

County Ltd. County Ltd. is a furniture and menswear store in Los Angeles that was established in 2016. Both the homewares and the clothes reflect a mid-century hipster style. County is against everything standardised and is instead unique and specialised. The retail store is very minimalistic with a vintage feel.

Dover Street Market Dover Street Market, originally located on Dover Street, London, has stores in New York, Tokyo, Beijing, Los Angeles, and Singapore. It is specially designed to offer an experience to the consumers that come in-store. Dover Street Market is a destination that has fun and exciting installations on every corner and down every twist and turn of the store.

#ShopsGoals

Get to know the new Autumn Fair!

Think you know Autumn Fair...? Think again! You may have heard on the grapevine that Autumn Fair has been re-edited. Moving over 1,300 exhibitors and renaming each of the sectors means the team at Autumn Fair HQ have been kept busy! What does this mean for you? It means this year Autumn Fair will feel brighter, fresher and importantly you won't be able to miss the newness! Here are tips from the team about how to make the most out of your time at the show.

“We've colour-coded each show sector to make it even easier to find your way around. Grab a Route Planner on your way into the halls and follow the colours to your sourcing destination.”

Jennie Kwan
Creative Communications Manager,
Spring & Autumn 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.”

Jessica Dawnay
Event Director, Autumn Fair

“If you're coming in by train we're on the other side of the NEC in the Atrium and only a 10 minutes walk away.”

Kayleigh Kowalewski
Head of Operations, Spring & Autumn Fair

“Stay hydrated! Sustainable show = more watercoolers but no plastic cups! Please bring your own water bottle. But if you forget, go to the Power of One wall in the Atrium and we can give you one, in return for a pledge to use it beyond Autumn Fair.”

Leanne Roche
Marketing Manager, Spring & Autumn Fair

“Type 'Autumn Fair' into the Apple store or Google Play to find and download our show app, Autumn Fair Match. You'll get access to an interactive floorplan. This will help you get from A to B quickly, and generally make planning your route a breeze.”

Sebastien Brasseur
Head of Marketing, Autumn Fair

“Whilst you're browsing around the Autumn Fair Match app, take a look at the matchmaking feature, allowing you to swipe right or left on brands you may be interested in, and get in touch with exhibitors to make the most of your time at the show.”

Abimanyu Noviello
Exhibitor Marketing Manager, Spring & Autumn Fair

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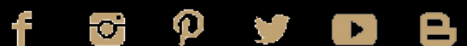
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