



ISSUE 3

# Directions

SPRINGFAIR  
AUTUMNFAIR



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Cover image courtesy of Shoeless Joe Delauney.

Find them at Spring Fair in the Gift sector in Hall 4 - Stand 4J70-K71.

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# Moving in new directions

We are delighted to introduce the third issue of Directions, filled with retail trends and insights in colour, products and beyond. Everything you need to inspire your sourcing decisions for the future.



We've joined forces with our official trend partner, Colour Hive, to deliver an exploration of the Autumn Winter 2020/2021 trends in interiors and contemporary styling. Love and romance are on the cards with Reverie, escape from reality with Alice, dive into environmental issues with Clarity, and return to the past with Factory. If fashion is more your forte, leading fashion agency Unique Style have curated an overview of what you can expect for Spring Summer 2021 to help inspire your product choices.

Britain is seen as a haven for retail products around the world because of the high quality that can be expected and the crafty look and feel of the finished products. Both the Gift and Home & Living markets have some of the most innovative brands in the world making their products in the UK, so we've taken a closer look inside at some of these creative retail companies.

No social media platform does the retail industry justice as well as Instagram. Retail brands are taking over their consumers feeds with inspired and savvy imagery and videos. Depending on the company's sector and USP, Instagram is being used to motivate and excite retail lovers around the world. Using other retailer profiles to get killer ideas is key to designing campaigns to remember going into 2020.

Lastly, after a successful re-edit of Autumn Fair 2019, Spring Fair 2020 has also had a revamp! To help you navigate your way around the show, we've asked the team to share some of their top tips to seeing new things, getting your way around the show, and not missing any of the brand-new features, showcases, and even a brand-new sector – Sourcing!

We can't wait to see you in February.

The Spring Fair Marketing Team

*Suzanne Giovanna Jennie Leanne Kieva*

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# Colour Hive Trends SS 2021

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

■

Colour Hive's colour, material and finish directions cut through the noise with relatable context and actionable direction for product development, buying and design.

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.









# Factory Practice & Process

This story sees a return to principles of the Bauhaus movement that form follows function, and the vital connection between theory and practice.

While craft has had a popularity boost, all too often factory production gets short shrift; yet the importance of bringing design disciplines together is something to celebrate. In factories, industry is aligned with individual outcomes, and harmony between art and mass production is achieved. This story recognises the beauty of the production line; the diagrammatic, the blueprint and the technical report. While there is also a slightly nostalgic element, this is not domestic or architecturally hyperbolic but one that celebrates an industrial heritage that in many parts of the world is being replaced with hi-tech virtual markets.

Visually, this trend is informed by the factory and machines, the structure and containment of scaffolding and grids, shapes inspired by the urban landscape rather than taken from nature. Materials are utilitarian and unisex in appeal; block print and weave, cork, painted metal, granite, stone and bamboo. Woven leather, lightweight tweeds, rubberised cottons and recycled leather are also important. Roughness is admired rather than avoided, achieved with hessian, bouclé, coir and rush. No-waste materials focus on original Bauhaus building blocks as a model with honest materials, simple surfaces and unblended fibres.

Colours are slightly worn and greyed off. Earthy shades of Pink Plaster, Olive Drab, Leather Brown and Cordovan are matched with Limewash, Beeswax and Old Navy, along with a rich orange shade of Brick.



MIX 56.01.01 Limewash

MIX 56.01.02 Beeswax

MIX 56.01.03 Leather Brown

MIX 56.01.04 Pink Plaster

MIX 56.01.05 Olive Drab

MIX 56.01.06 Old Navy

MIX 56.01.07 Brick

MIX 56.01.08 Cordovan



MIX Images © Colour Hive



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See Spring Summer 21 trends come to life at 10:30 every day on the Inspiring Retail Stage (Hall 6) and then 1pm on the Design and Source Stage (Hall 18).

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# Reverie Love & Lyricism

The cyclical nature of trends dictates that when something has all but completely disappeared it is ripe for rediscovery. Romance is now on the agenda, ready for reinvention.

While notions of romance tend to focus on the feminine, this story reflects a unisex approach inspired by the elegant continental bohemianism popular in the 1960's and 70's.

This story also reflects a shift to the thoughtful and philosophical, indulging in a little reverie. Although there are roots in the current obsession with wellness, this moves away from looking inwards and recognises a profound need to share and connect with others.

As with our previous season story Gorge, materials are chosen for their appearance first and are often gloriously, unrepentantly fake such as flowers made from silk, or 3D printed latex lace. Reflective surfaces are also important, from mother of pearl to heavily patinated gold and silver and lustres on wood and fabric.

Print is key; overblown florals, often in large proportions, work well. Scraps of love poems, line drawings and narratives drawn from traditional embroidery all provide inspiration. This story is a celebration of the ephemerally pretty, almost kitsch; look out for Rococo swirls, embellishment, tassels and draped furniture that utilises ties and bindings to accentuate shape.

Finally, colours reflect the need for a softer approach. A key shade moving forward, and a likely successor to pink, is Lilac Bloom along with deeper Purple Silk. Primrose yellow and a Flaxen shade complement the purples. More traditionally masculine shades of Café, Midnight, Fig and Fern bring a masculine element to this versatile palette.



MIX 56.02.01 Purple Silk

MIX 56.02.02 Fern

MIX 56.02.03 Lilac Bloom

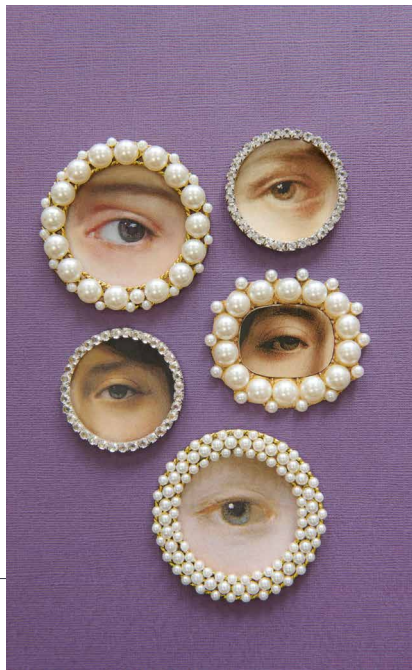
MIX 56.02.04 Fig

MIX 56.02.05 Café

MIX 56.02.06 Flaxen

MIX 56.02.07 Primrose

MIX 56.02.08 Midnight



# Clarity Clean & Considered

As unpolluted air and water become increasingly scarce, this story asks questions about our readiness to accept environmental responsibility.

Recycling is now well established, yet the constant pattern of blending and mashing together is ultimately non-sustainable, as eventually the process of recycling ends the material's useful life. In addition, there is an obvious aesthetic to recycled materials that favours virtue and process over beauty.

For a cleaner and yet still sustainable aesthetic, choosing materials that have great longevity makes sense and downsized and deliberate design delivers a much-needed visual break. Actions can be as simple as making packaging white and clear or designed to last and be refilled. Clarity is about creating for longevity, not extending what exists; in effect a fresh start. So, materials are selected for their visual and elemental purity; paper, aluminium, glass, stone. Fabrics are subtly high tech, regulating temperature or shrinking

with precise pleats and concertinas. Prints are minimalist with watery, pale surfaces, a suggestion of a shoal of fish or abstract birds in flight. Smaller scale designs work well here; luxury materials are more affordable in small amounts and premiums are paid for a slimmer, lighter design.

The colour palette pays homage to absence, reflecting purity and impermanence as a necessary, sustainable approach. Two shades of white, Paper and Clean Air, complement a triad of soft gentle neutrals Lumen Yellow, Vapour Grey and Oyster Shell. Lava Stone adds shadow and definition while a duo of clear blues, Cloudless and Ice Blue, feels fresh and clean.

MIX 57.01.01 Paper

MIX 57.01.02 Clean Air

MIX 57.01.03 Cloudless

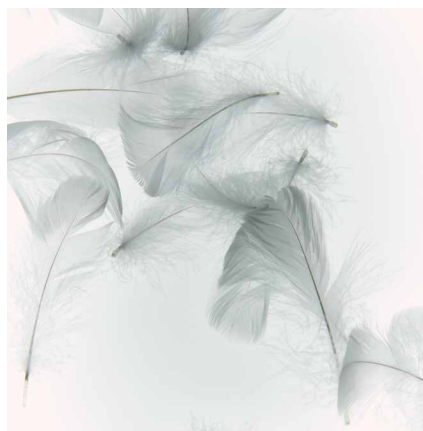
MIX 57.01.04 Ice Blue

MIX 57.01.05 Lumen Yellow

MIX 57.01.06 Vapour Grey

MIX 57.01.07 Oyster Shell

MIX 57.01.08 Lava Stone





MIX Images © Colour Hive

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**See Spring Summer  
21 trends come to  
life at 10:30 every  
day on the Inspiring  
Retail Stage ( Hall 6)  
and then 1pm on the  
Design and Source  
Stage ( Hall 18)**

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See Spring Summer 21  
trends come to life at 10:30  
every day on the Inspiring  
Retail Stage (Hall 6) and then  
1pm on the Design and Source  
Stage (Hall 18).

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# Alice Immersive & Subversive

This dark fairy tale seeks an escape from reality by diving into a synthetic dream world and disappearing down the rabbit hole.

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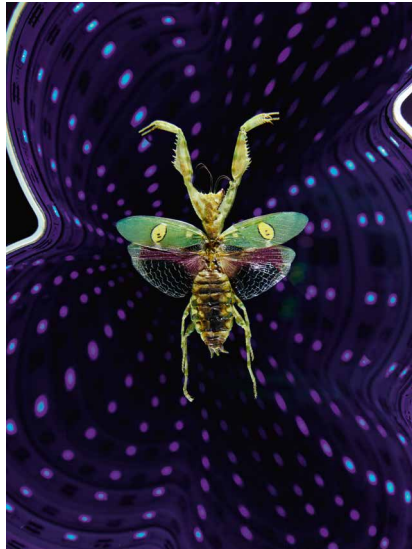
Evolving previous seasons' stories, we acknowledge the need for distraction with an abundance of hyper-real images sourced from Surrealism, gaming, cyber punk, satire and psychedelia. An antidote to absence, this is super-charged maximalism; layering multiple and often conflicting influences for an addictive and unsettling effect.

Graphic designer and illustrator Alan Aldridge's seminal books *The Butterfly Ball* and *The Grasshopper's Feast* perfectly encapsulate this story's references to insects, anamorphism and psychedelia motifs; a trend no doubt also inspired by the ecological collapse of insects and the threat to complex ecosystems.

Materials are resolutely synthetic; nylon, stretch and digitally printed fluorescent. This is a strong story for pattern too; raised applique, swirly psychedelic and optical illusion prints, with flower, fungi and insect prints that are surreal rather than real representations. Holographic glitter paper and foil also feature.

Look to highly touchable silicone finishes and soft, amorphous furniture that creates a tactile escape from the outside world. Furniture and accessories also play with scale, matching oversized and miniature vessels together.

The colour palette is hyper-real, intense and saturated with the more blackened hues illustrating the darkness underneath. Intense Ultra Blue, Poppy and Foxglove are matched with Turtle Green and Black Forest and a velvety purple, Nightshade. There are also references here to the day-after-the-night-before; waking up and emerging from the depths into sunlight, with optimistic Powder Pink and Acid.



MIX 57.02.01 Nightshade

MIX 57.02.02 Foxglove

MIX 57.02.03 Poppy

MIX 57.02.04 Power Pink

MIX 57.02.05 Black Forest

MIX 57.02.06 Turtle Green

MIX 57.02.07 Acid

MIX 57.02.08 Ultra Blue



MIX Images © Colour Hive

# When a like isn't enough...

Whilst it may seem like social media and the digital world are overtaking the way in which we celebrate with each other, or mark an occasion, or simply to say thank you, recent consumer research says otherwise.

You could be forgiven thinking that our attachment to our smart phones would mean that Millennials, and Gen Z, would think that cards are a little out dated. However, with the popularity of online friendships and social lives conducted online, it seems for the under 25's are valuing human and physical connections and acts of kindness like never before. The act of physically giving a greetings card, for any occasion has never been more popular.

However, where they differ is in the sale of single, more expensive, cards over boxes. It would seem that they are buying more cards for more occasions. Not just content with Birthdays, Valentines, Christmas, Happy New Year but passing exams, new jobs, promotions, and it could be said that Millennials and Gen Z actively look for card worthy occasions to celebrate each other.

WGSN's most recent report on Generation Z – the missing equation notes that there's a movement towards kindness as a major societal shift, and this includes the use of digital platforms to connect with each other, and that the youngest generation are seeking out ever increasing number of ways to connect with each other offline. That even the most digitally connected generation see's the increasing value of a tradition that can be traced back to the ancient Chinese.

That's got to be great news for the greetings cards industry, but also for retailers. Take a chance on a card range, a new designer and if you a boutique that doesn't stock cards, perhaps you should be.



Santoro

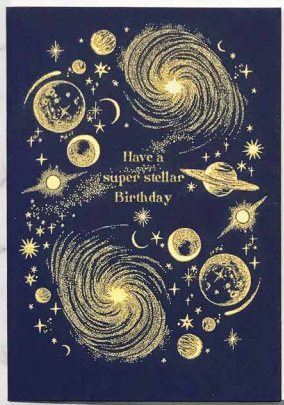
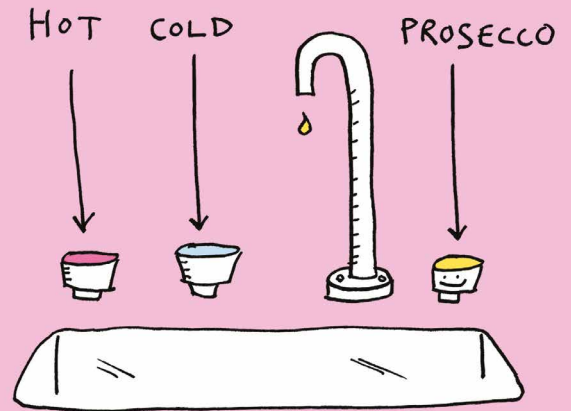




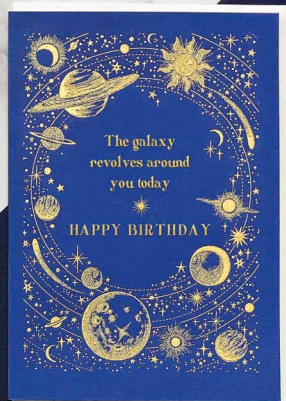
Vanilla Fly

Woodmansterne

## THE DREAM KITCHEN



The Art File



Deckled Edge



GroovyArt




The Art File

SNAP  
TO  
GRID

UNIQUE STYLE PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

# Autumn/Winter 20/21 Fashion Trends



As we live in a time of uncertainty, fake news and extreme opinions, focusing on the space in between and sitting on the fence become all important.

We seek balance and truth as confusing messages and new rules of engagement are changing how we live, consume and communicate. Kindness and empathy are valued, as we move into a new era of modesty that is liberating and inclusive. Traditions are appreciated and re-considered, as ritual and ceremony become important markers of our contemporary lives. Digital personas, 24/7 living, fast fashion and swipe culture contrast with a post-product world of conscious consumption, mindfulness and ethical awareness. Considerate design sees sustainability inform everything we do. Consumers are unsure how to act, trapped between capitalist culture and climate activism. They seek direction and honesty, calling to the fashion industry to be part of the solution, not the problem.

Jane Kellock, Trend Forecaster and Founder of Unique Style Platform takes us through the season's four defining trends: Hibernate, Attune, Opulence and Nu-tech.



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# Hibernate

Intimate / Private / Protected / Cocooned /  
Welcoming / Empowered

Slow fashion becomes a new aspiration, as consumers look to cocoon themselves in soft, textural clothing. Fashion connects with emotion, placing value on comfort and cosiness. Wellbeing is all-encompassing, and loungewear is elevated, as our homes become a sanctuary of calm and contentment. Soft, tactile and multi-functional, design is human focused and sensorial. Layered styling is key, with statement outerwear creating a warm barrier against the elements. Oversized jumpers are wrapped, twisted and worn in multiples. Belted knits create a feeling of security.

Texture and soft touch fabrics are key, adding to the sensorial mood. Brushed wools, Aran & cable jumpers, mohair, sheepskin, bouclé, fleece and chunky marl knits create warmth, as does quilted and padded details. Recycled cashmere and repurposed wool tap into the luxe sustainability movement

Fur hats (using faux fur) are reinvented with slouchy, loose and oversized shapes. Hoods and snoods add to the cocooned aesthetic. Cinched belts make XL knits look more feminine and add shape, while bags in soft suede are gathered and unstructured.



# Attune

Humble / Respectful / Focused / Considered / Stripped-back / Ethical

A reduced mood, with a focus on considered consumption and timeless style, reflects the modern consumer's increasingly reduced and thoughtful lifestyle. Authentic, need based pieces with carefully crafted finishes create a new wardrobe for the environmentally aware. Minimalist tailoring, modest dresses and simple, almost austere styling offers a fresh take on modern femininity. Suiting and shirting hit a balance between formal and relaxed, with over sized silhouettes, new proportions and luxe materials elevating classic basics. Lengths are long and styling is layered, yet pared back.

Fine gauge knits are simple, reinterpreting classic argyle patterns and collegiate stripes. Nature fibres, linens and cottons are used in simple silhouettes, crisp yet simultaneously creased and well worn. Heritage checks are updated through minimal styling and fresh colour combinations.





# Opulence

Re-imagined / Contemplative / Luxe / Expressive / Individual / Ceremonial

A sumptuous aesthetic emerges, creating eccentric contrasts between historical maximalism and a touch of modern goth. Luxury is celebrated and religious iconography is subverted, looking to the past to reconstruct the future. Looking to modern aristocracy for an opulent, more-is-more feel, tradition is redefined for the strong and powerful women of today. Multiple references and eras are confidently clashed, with heritage silhouettes updated through plush fabrications and shimmery shine. Statement dresses with exaggerated sleeve details are brave and eye catching, offering a new take on sensuality and self-expression. More is most definitely, more.

Metallic brocades, velvets, heavily beaded and jewelled embellishments, lace inserts and devoré create a luxurious mood, while plaids and tartans add a touch of punk rebellion. Floral prints with dark grounds are moody yet vibrant, while pattern also nods to baroque interiors and rich tapestries.

Jewellery is key, adding another layer of drama and shine. Brooches make a comeback, especially when oversized and in almost surreal designs. Crystal and diamanté are key, as we move away from pearl embellishments towards black beading. Crowns and head pieces make a statement, while gold cross motifs nod to religious dress. Black leather and chunky lace up bover boots add a hard edge, contrasting with the overtly feminine dress shapes.

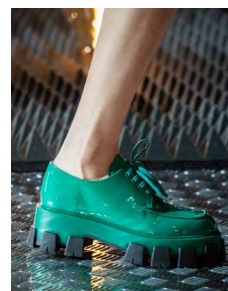
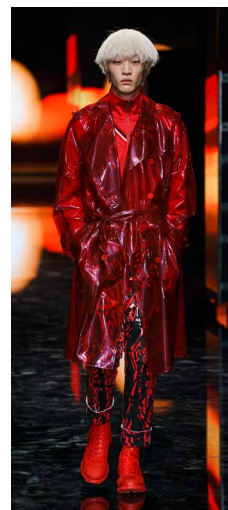


# Nu-tech

Multi-sensory / Enhanced / Virtual / Hi-Tech /  
Optimised / Adaptable

Artificial and extended intelligence inspire a digitally enhanced aesthetic, looking towards the future of fashion. Sensory, augmented design appeals to consumers who are seeking a more enhanced way of living. As virtual fashion seems ever closer to being a reality, we recreate the digital in physical form, blending seemingly opposite ideals to create a directional, sports-inspired streetwear mood. Athleisure is elevated and optimised, creating hybrid garments enabled by technological advancements. Voluminous layers and frills clash with retro futuristic prints, adding a luxurious spin to sports basics. Fluoro brights are applied to functional pieces and softly structured silhouettes.

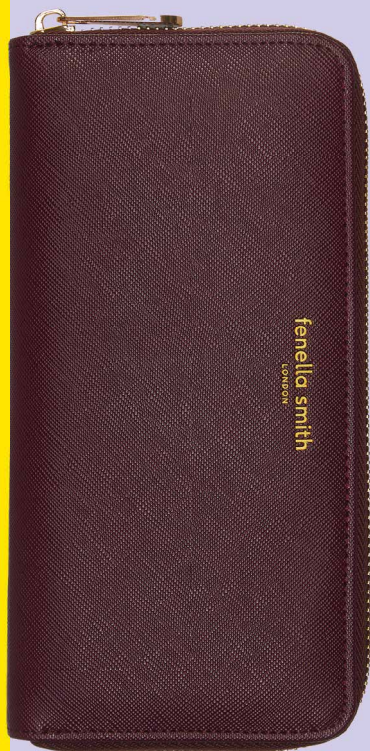
Neon brights continue through to footwear and accessories, applied to Perspex visors, liquid filled handbags and tinted transparents. Soles are chunky, or offer a blocky update to 80's stilettos. Hybridity and adaptability is key.



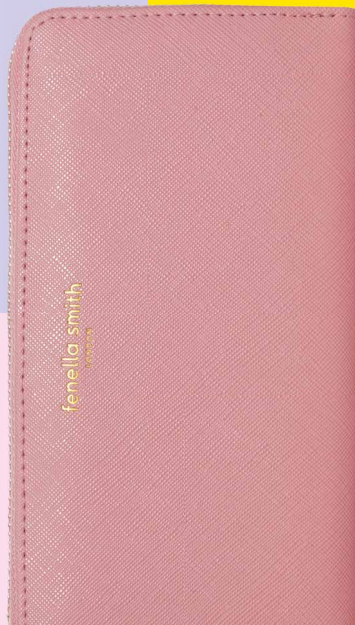




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# British Made Products for Spring Fair

Supporting the manufacturing skills that are alive in the UK is an important element to keep the UK's economy thriving. A lot of retailers and consumers, from the UK and around the world, actively seek products made in Britain because of the high quality and crafty look and feel that can be expected, and the assurance that the products were made in ethical working conditions.

While products made in Britain can be more expensive than those made in other parts of the world, 90% of consumers in the UK said they would be willing to pay more for similar items if they were ensured that they were British made products. The same can be said for international consumers, with 40% of people worldwide revealing that they are more inclined to buy products that are made in Britain.

Over 400 exhibitors, and even more brands, coming to Spring Fair this year will be showcasing products made in Britain.

## Gift Products

Throughout all nine sectors on the Gift side of the show you will find products that are made in Britain by British brands. Discover wrappings, cards and stationery from brands like Brainbox Candy, Jane Buurman Handmade, and Wraptious. You will find hand creams, soaps, perfumes, candles, and cosmetics that are made in Britain from brands like Betty Hula, Edwin Jagger, Bath Bubble & Beyond and the English Soap Company. Fashion brands like Jo Thomas Jewellery, Dalaco, and A Little Trinket all make their stunning garments, accessories and jewellery in Britain.

## Home & Living Products

On the other side of the NEC you will find just as many stunning products that are made in Britain in Home & Living. Brands like Art Marketing, London Ornaments, and The Weird and Wonderful will give you your home accessories fix. If you are looking for trendy and stylish products The Libra Company, Little Weaver Arts, and The Vintage Garden Room from The Summerhouse all supply beautiful and innovative home interiors from Britain.

To find out more about brands that make their products in Britain, visit the exhibitor section of our website and use the 'Made in Britain' filter.



Personalised Memento Company



# Sustainability:

## Are the answers to sustainability the things retailers used to do?

Whilst there has been almost no movement in policy or regulation around sustainability related issues when it comes to retail, it is reassuring to know that consumers voices are being heard loud and clear.

One of the biggest talking points this year has been the shift in consumers caring more about what they are buying, and the environmental and human impact that a product has. It has never been more important to know the environmental and human footprint of a product you stock, as our ever more connected consumers are using this to differentiate products. However, consumers are now gravitating to retailers that are looking at their own processes and how they can operate in a more sustainable way.

This goes further than looking at procurement processes, and provenance of the products, but really looking to participate in the circular economy. Whilst this may seem like a nice to have for many businesses, it's highly likely that issues around sustainability and waste are soon to be subject to regulation.

If you haven't come across the concept of the Circular Economy before, at it's heart is the principle is that we are really looking at the full life-cycle of a product and how they are recycled and re-used, rather than going to landfill. Its about understanding that in the production of one product it uses natural resources, and that they take time to grow and replace. Within the circular economy we really consider how every product or resource

consumed, and how it can be re-used, repaired, or recycled?

One of the elements that we expect to see in next years Environment Bill, the first major update to the UK's Environment policy in a number of years, is a framework that shows what the UK's 25 year environmental plan really is. Within this there will be mention of the Extended Producer Responsibility (EPR) system, expected come into play in 2023. The question is to many retailers an brands, what is this? And why is it worth thinking about now?

### Extended Producer Responsibility

Extended Producer Responsibility (EPR) is the concept of brand owners and manufacturers have an environmental responsibility for their products, and the associated packaging, when they become waste. Under this plan brands and manufacturers – and through this retailer - should be looking at activities such as creating take back programmes, arranging waste collections, recycling, or other suitable disposal methods, and explicitly designing products for reuse or recyclability. A big part of Extended Producer Responsibility also involves engaging and encouraging the public to take responsible action with regard to your products.

The irony is that none of these schemes are new to retail, however with the impact of mass consumerism of the last 30-40 years convenience has replaced many of these schemes. Going back to the times before this, it

was normal for people to buy things by weight and use their own containers. Dior's first perfume offering was sold in two parts, the first a beautiful glass bottle, the second the re-fillable perfume itself. We are seeing major supermarkets remove all plastics from their fresh produce, Waitrose's unpacked concept stores are being trialled with a simple concept of customer collecting produce in their own containers.

It's worth thinking about EPR before it becomes mandated, as there are opportunities within this for bricks and mortar retailers to really benefit from giving customers another opportunity to interact with you and your store. Imagine each time a customer had a product that came to end of life, that you are the person they come back to? What is the opportunity for you to re-engage with customers? Retailers could really use the schemes, that would be recommended under EPR, to embed themselves into the wider community.

In 2020, Spring Fair is launching the Good Retail Awards, in partnership with Modern Retail to recognise retailers who are making these positive steps to operate in better ways. We will also be launching a Transparency Award that will recognise our manufacturers and exhibitors who are also making great steps on their own sustainability journey. It's important to acknowledge that sustainability really is its own journey, there is no end, but simply steps that we can all make in the right direction. We look forward to shining a light on this at Spring Fair.

yvonne coomber ♥

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The Libra Company



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# Curiosities: Celebrating the eclectic & the unique

Whilst we are all celebrating the pastels and the brighter shades of colour, there is a lot of be admired in the darker colours that have been emerging alongside the greys that have dominated interiors for the last few years.

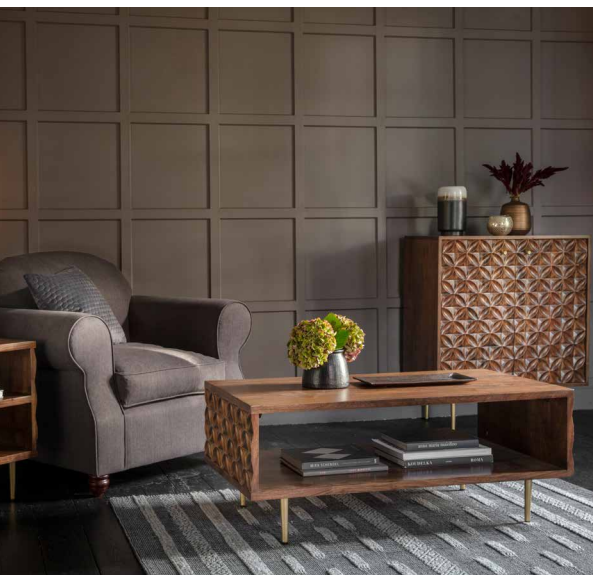
However, alongside this dark renaissance comes a whole new appreciation, a demand for those vintage, eclectic, original, decorative items. We are seeing the popularity of bronze, metallics, feathers, the popularity of the 'curiosities', and an altogether gothic aesthetic.

It certainly makes for a more contemporary and interesting way for interiors to be tweaked and updated, and a lot to look out for on the Spring Fair show floor.



The Vintage Garden Room

Vanilla Fly



Gallery Direct



Vanilla Fly



Mine Heart



The Recipe

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# Instagram Envy

Instagram has a huge impact on consumers, and because of its aesthetic appeal it is the perfect place to showcase retail products. It doesn't take a crystal ball to see just how important Instagram is to retail discovery and just how commercial this platform is becoming.

Looking to refresh your feed? Here are a few of our team's favourite accounts that we spend, **A)** a little too much time looking through and **B)** may provide a little inspiration for your own feed. Take a look...

## **Apartment Therapy @apartmenttherapy**

Apartment Therapy has a whopping 2 million Instagram followers on their home décor account. Their name does their Instagram page justice, as it really is a source of therapy for us interior crazy consumers.

## **Hoaka Swimwear @hoaka\_swimwear**

Hoaka Swimwear has built up their Instagram following using body positive messages and focusing on travel. They get their customers to upload pictures of themselves wearing their merchandise to their own accounts for the chance to get featured on the Hoaka Swimwear Instagram page, become a 'Hoaka Ambassador', and even win regular trips abroad. This is a really tactical and organic way to spread your company's message online.

## **Letterfolk @letterfolk**

Letterfolk is a great example of a retail brand using the products they have to create fun and entertaining content. They're a small brand who create and sell handcrafted letterboards. They are a prime example that you don't need to be a big corporation to run successful and viral marketing campaigns.

## **Miller Harris @millerharris**

We are a little obsessed by this brand since it came onto our radar. Their stores are unique and beautiful, and their feed is just as aspirational and creative. We love the curated use of colour, personal stores and creative collaborations... And yes, we may have popped into store after they posted a promo insta story.

## **Real Homes @real\_homes**

Real Homes share interior design and home décor inspired posts on their Instagram account. They are the one stop shop for furniture and homeware retailers looking for inspiration, and consumers looking to decorate their home.

## **The Shopkeepers @the\_shopkeepers**

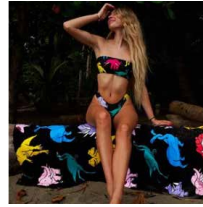
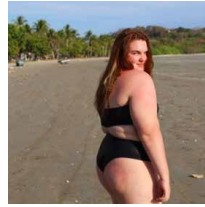
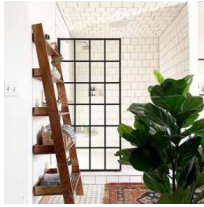
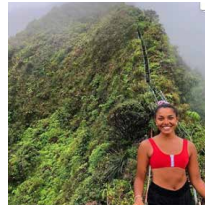
The Shopkeepers Instagram account is filled with stunning shopfronts and displays. It features retail stores in every sector from food to clothes to books. They post content from all over the world, so no matter where you are based, you are sure to find something to inspire you.

## **We Love Retail @weloveretail**

We Love Retail has a strong focus on retail displays. They showcase both big brand names like Zara and Ray Ban, and smaller lesser known retail brands. They are a Spanish brand so their posts are in both Spanish and English.

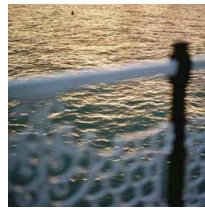






Apartment Therapy

Hoaka Swimwear



Letterfolk

Miller Harris



Real Homes

The Shopkeepers



We Love Retail



# Navigating Spring Fair 2020's Re-Edit

This year at Spring Fair, we have redesigned the show layout to give our visitors a seamless shopping experience. The transformational reshuffle will form two distinct sourcing destinations, Gifts in the Piazza and Home & Living in the Atrium, making crossover buying as effortless as possible.

To help you navigate your way around the show and make your experience even more effortless, we've caught up with the Spring Fair team to find out their top tips for working the re-edit.

**“Use the maps at the hall entrances to get to grips with the 2020 re-edit.**

**Here, you can view the entire show layout, as well as individual halls, to help you navigate your way around.**

**Plus, pick up a copy of the Pocket Map on your way into the show to keep with you and use.”**

**Natasha Jeans**  
Creative Producer

**“If you are looking to source gifts for your retail store, start your day in Hall 1 and continue around to Hall 5. If home and interiors is what you are after, begin at The Summerhouse in Hall 20 to discover what's on-trend for the year ahead.”**

**Kieva McLaughlin**  
Digital Content Executive

**“Be sure to take advantage of the Spring Fair Match app. The interactive map will guide you around the show to ensure you won't miss out on anything at Spring Fair 2020. Bonus – everyone that downloads the app will get a free coffee at the show.”**

**Joshua Farmer**  
Content Producer

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**“ Every sector has been given its own 2021 trend colour to help visitors navigate the new Spring Fair layout, and easily source everything from gifts to home and living. Watch out for the colours across directional signage, entrances and throughout the halls.”**

**Jennie Kwan**  
Senior Creative Communications Manager

**“ Don’t forget to pick up a copy of the Sourcing Sector Guide. This is your guide to Spring Fair’s newest sector, Sourcing in Hall 18. The only one of its kind bringing the best international manufacturers and suppliers together.”**

**Giovanni Musio**  
Head of Marketing

**“ Want to meet sustainable suppliers? New for 2020, we are introducing a Sustainability Trail. Make sure you use the onsite books that feature a sustainability index. We also have a sustainability library on the exhibitor list on the website – you can read more about the exhibitor’s sustainable initiatives and what they are doing!”**

**Leanne Roche**  
Marketing Manager

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**“ Follow us on social media to see all the exciting newness from #SpringFair20 – we’ll be your real time guide to the highlights as they happen.”**

**Lorna Ricketts**  
Social Media Manager

**“Back by popular demand, look out for the coloured carpets that mark which sector you’re in! The much-loved Little Black Book, Route Planner and Pocket Maps will match the carpet as you navigate the show to help you discover new sectors and suppliers.”**

**Daniel Mayhew**  
Key Account Manager

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# SPRINGFAIR

**2-6 FEBRUARY 2020**

**NEC BIRMINGHAM**  
EVERYDAY SECTOR OPENS 1 FEB

See the trends come to life at Spring Fair this February.

Register now for your free Club VIP ticket.

[springfair.com/directionsVIP](https://springfair.com/directionsVIP)