







Elegant Earth

# Elegant Earth

Materials
indoor & outdoor living - natural materials
ceramics - porcelain - marble - wood terracotta - gold metal details - velvet - glass

### Colours

terracotta colors - different shades of brown caramel -

Feeling warm - ethnical

## Key message Be on trend with our Elegant Earth theme products.

Period ss2021













Arctic Air

## Arctic Air

### Materials

soft and fluffy materials - mix of natural and industrial velvet - glass - black metal - bamboo - sisal - stone -MDF - light acacia wood - light oak wood

### Colours

ice blue - dark blue - different shades of grey -olive green - purple - black - white

Feeling modern - luxurious - masculine - cool

Key message

Dare to be different by adding these new trend colours to your home.

Period ss2021













Garden Greens

## Garden Greens

### Materials

coloured metal - black metal - leather - ceramic

Colours
olive green - purple - dark blue black - different shades of grey

## Feeling modern - playful

Key message
Create your own (urban) jungle, the greener the better!

### Period

January & February

### Focus

"Kerstboom eruit, planten erin" Valentijn

### Channels

Own channels Newsletters/social media Influencers Giveaway @ Linda

### Additional

Video













Lovely Lovebirds

# Lovely Lovebirds

Colours pink - purple - white - black - gold

# Feeling fun - playful

Key message Surprise your lover - or yourself! - with a lovely gift.

# Period Valentine

## Focus Valentine

## Channels Own channels

Newsletters/social media Influencers















## Abstract & Arty

### Materials

polyresin - velvet - black metal -coloured metal - sisal - stone

### Colours

black - white - bright colours

Feeling modern - playful - eclectic - individualistic - bold

Key message

Add personality to any space by using arty, playful decorations.

### Period

March & April (half)

### Focus

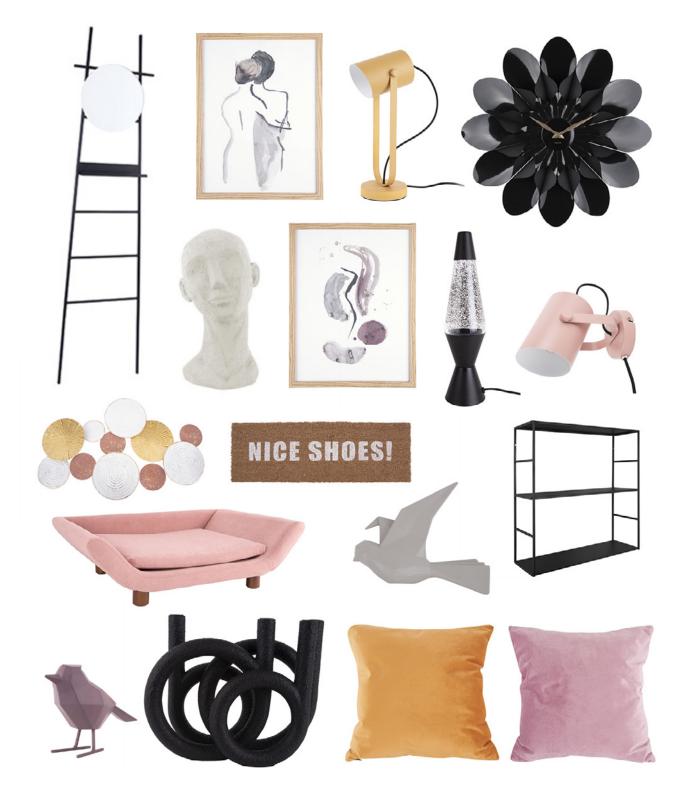
New collection push B2C Summer time (Karlsson) Easter Tafel dekken Holiday @ Home

### Channels

Own channels Newsletters/social media/ VT Wonen

### Additional

Video Interview Iris











Easy Easter

# Easy Easter

Colours pink - purple - white - blue - green

Feeling playful - fun

Key message

Decorate your home for Easter with our fun decorations

Period Easter

Focus

Easter

### Channels

Own channels Newsletters/social media Giveaway @ Linda

### Additional

Picture for social (Paastakken, pastel kaarsen)













Transparent Treasures

## Transparent Treasures

Materials

Colours

sand brown - dark grey - blue - black

Feeling clean - modern - classy

Key message
Give flowers & candles the attention they deserve with our glass vases & candle holders.

Period

Half April & May

Focus

Mother's Day Vakantiegeld

Channels

Own channels Newsletters/social media Bloomon Crisp?

Additional

Vakantiehuizen inrichten Outdoor > Sunset Shades? Video?













Sunset Shades

## Sunset Shades

Materials glass - ceramic - soft fabrics

### Colours

blue - purple - yellow - ochre - green - brown - pink

## Feeling playful - fun - cozy

Key message Make your garden, balcony or outdoor space extra cozy.

## Period June / July / August

FOCUS
Outdoor
Make your outdoor space cozy
Staycation
(sale)

## Channels Own channels

Newsletters/social media Influencers

## Additional

Video? Media? Extra mood pictures?

