



TOTAL HOME RETAIL INNOVATION & INSPIRATION

from the editor

## CALM DOWN

When's the last time you looked at your phone? How many minutes—or seconds—ago?

I'm right there with you.

We all know we should spend less time looking at screens—and that's where home design comes into play. The surge of surface interest, the need for rough materials and soft textures and nature's calming influence help balance our technology-filled lives.

With that in mind, HFN examines four themes in this edition of the Idea Book, which highlights introductions from the Atlanta and Las Vegas markets. It's not surprising that HFN found numerous submissions focused on nature, simple design elements and playfulness.

Our first theme, Into the Woods, explores the forest—and the trees. Whether they evoke a weekend in a secluded cabin, highlight a range of woods or something else, these products address our strong desire for the great outdoors.

"Everyone is craving relaxed living, especially with how chaotic our lives have become—coming home to this style is much needed these days," said Landyn Hutchison, the lifestyle expert who will be speaking at Atlanta Market.

Another way to counter the chaos is with a playful hue. Our Pinkalicious trend focuses on the new neutral that is pink in all of its glorious shades. A dominant color in our submissions, pink is one hue that can stand out by itself or complements other colors.

These pinks are "neither masculine nor feminine and they pair well with all sorts of colors, from gray to green. They've achieved this status as a new neutral," Sue Wadden, director of color marketing at Sherwin-Williams, told HFN.

Another happy trend is fringe. Used subtly or boldly, this design element—we're calling this trend Fringe Benefits—creates a touchable element and one that has been seen across categories.

Lastly, our Band Together trend celebrates the simple design element of contrasting bands on products, an effective technique to elevate a design.

Overall, home design is embracing the idea of mindfulness, both in materials and colors.

"The entire concept of spaces as sanctuaries of peace and wellness is extremely popular and will continue to evolve and grow as we continue to understand the profound impact of the built environment on our health and our happiness," said interior designer Lisa Kahn, who will be speaking at Las Vegas Market about cosagach, the traditional Gaelic/Scottish term for warmth and coziness. "This is a whole new frontier... one where we can really make an even bigger difference in people's lives."

We hope you enjoy exploring these calming trends and more at the summer markets.



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into the woods

## NATURE NURTURES

Nature is the original influencer. Its lush landscapes, full foliage and woodland creatures provide a bounty of inspiration, and home design continues to embrace bringing the outdoors in.

Nature also soothes our active, overscheduled, tech-filled lives. "Everyone is craving relaxed living, especially with how chaotic our lives have become—coming home to this style is much needed these days," said Landyn Hutchison of lifestyle blog *Living with Landyn*.

"As the natural world continues to show signs of strain with climate changes and increased demand on resources, we are, as human beings, experiencing a reconnection with our roots—we are hard-wired to need communion with nature," said interior designer Lisa Kahn. "Everywhere you look are articles about forest bathing, eco-vacations, discussions about gardening and biophilic [which underscore connections with nature] design."

As a result, "the popularity of natural materials and nature-themed products is a natural outgrowth of this movement," she added. "I am sure we will see this continue."



Decorated with intricately detailed foliage, **Halcyon Days'** Al Fresco tabletop collection is ideal for those with a love of the natural world. Atlanta: Building 2, Seda France, 929

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pinkalicious

## PINK: THE NEW NEUTRAL

Pink left its little-girl roots long ago and is now one of the most in demand colors in home furnishings. The most popular pinks are the paler, subdued hues, according to Sue Wadden, director of color marketing at Sherwin-Williams, who credited their versatility. "They're neither masculine nor feminine and they pair well with all sorts of colors, from gray to green. They've achieved this status as a new neutral," she said.

Interior designer Lisa Kahn considers pink a hopeful, inspirational color that people respond to on an emotional level. Softer blush tones are the easiest to use in interiors, she said. "Blush also has the added advantage of making everyone's skin tone look glowing and healthy, so it's particularly well suited to dressing rooms, boudoirs and bedrooms."

A traditional design powers up with pink in this new rug from **Momeni**. Las Vegas: B-425



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fringe benefits

## FUN WITH FRINGE

Consider fringe one of the latest, coolest embellishments in home furnishings that can transform a design instantly by dressing it up or down.

"Fringe is wonderful because it's both classic and incredibly current," said interior designer Lisa Kahn. "It works well with the carefree, bohemian styles that have been popular in both women's clothing and decor. It is a perfect addition to a layered look that evokes a sense of fun and daring, elegance with a sassy side."

"It's flirty and edgy," added Landyn Hutchison of *Living with Landyn*. "I mean, who doesn't want a little of that in their life?"

A fringed skirt gives this blue velvet pouf from **Bloomingville** extra pizzazz. Atlanta: Building 2, 1081A, Las Vegas: C-796



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band together

## I'M WITH THE BAND

We're not just bandying this about—bands are a simple design element that delivers substantial impact. Whether shown as a single stripe or in a group, these contrasting elements provide that finishing touch in product design.

Banding, along with braids, are adored by interior designer Lisa Kahn. "They are tailored, interesting and add a line of texture to drapery panels, ottomans, pillows and other upholstered pieces." For a do-it-yourself approach, Kahn also mentioned the plethora of embellished tapes available today, which allows for "instant customization," she said. "I love adding them as a unique touch."

Landyn Hutchison of *Living with Landyn* adds that bands "have the power to reshape any room or piece of décor, adding a crisp element to any space."

The Lyon table lamp from **Pacific Coast Lighting** has a natural finish with black accents and a metal base. Las Vegas: A-301



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