

A REAL GO-GETTER

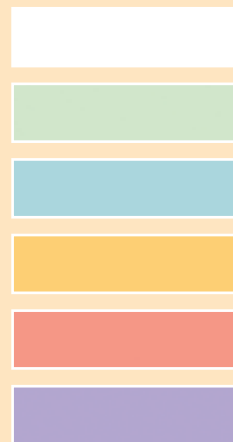


Go-Getter colors reach out and draw looks. Young, bold, upscale- they put the same spring in your home that you feel in your step when you're wearing these bright hues and flowery prints. In the European spotlight for years, bright colors have finally come to America, and not just in beach towels and accents. Sunny bed spreads and luxury linens are now brightening moods on both sides of the Atlantic. Throw in some fantastic glasswork, frivolous kitchenware and electric plastics and you're talking excitement. Take a bath accessorized by W2; dry off with towels from Baykent Tekstil; bedazzle house guests with Furtech Industry's jeweled lamp; and after all of that hard work, dive into this bed by Manifatture Cottoniere Settentrionali. This Trendease color story is composed of Pantone colors 13-0550 TPX, 16-1343 TPX, 16-4535 TPX, 18-1662 TPX, 17-1930 TPX, and 19-2410 TPX.



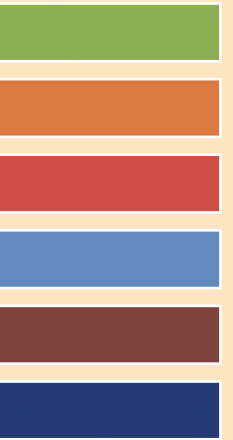
APRIL IN PARIS

Brights are fine for some, but simpler pleasures may just win the day. There's a time each year in April when Paris shrugs off its winter mist, and gently blooms. The colors are serene, yet fresh, and the feeling is one of beginnings. These reflective pastels can be seen in the newest china and tabletop, as well as handbags, rugs and decorative accessories. Together, the lilac, white-washed turquoise and light clementine weave a subdued sunset, perfect for relaxation and letting go. May the tapestry by IOSIS inspire your daydreams beneath a parasol, while strolling in the park to admire the blossoms surrounding the Eiffel Tower, toting a bag by Handed By, followed by an invigorating espresso in silicone cups and saucers by Cooked in Marseille. This Trendease color story is composed of Pantone colors 12-0109 TPX, 12-4608 TPX, 13-0941 TPX, 15-1530 TPX, 15-3817 TPX, and white.



EAST OF PERSIA

A silk road runs from Istanbul, through Samarkand, to Beijing. Contemporary designers have followed it east, and they are bringing back the rich tapestries, deeply folded silks and sensual kimonos we associate with the Orient of antiquity. This trend captures, on the one hand, the intricate patterns of Islamic art, and on the other, the sophisticated simplicity of East Asian handicrafts. It is both graceful and ornate. You see it in the throws, evening wear, and wall hangings that manage to convey both comfort and dignity, the intimacy of home and the foreign elegance of the Far East. Slip out of an exotic robe from the Prêt à Porter runways in Paris and into a sexy green dress from Colette. Then treat your feet to the lush pile of a rug from Zollanvari while dining in an authentic display at Macef. This Trendease color story is composed of Pantone colors 15-0341 TPX, 16-1350 TPX, 17-1553 TPX, 17-4030 TPX, 19-1334 TPX, and 19-3864 TPX.



GRAND TRAVELS



Take a gilt-edged mirror, amber glassware, Ottoman china, and the sleek modern lines of a luxury hotel-there you have Grand Travels. Designers from Europe and America have invited us to strike out with Louis XV as he journeys through the modern world. Even if you won't join the jet set to savor the sumptuous places of the earth, this trend brings the world to you in a glossy snakeskin bag, on a baroque silver platter, or wrapped in the opulent embroidery of a lustrous shawl. Grand Travels combines deep Bordeaux with urban greys, just as it mixes the 18th and 21st centuries. If not on trains, planes or automobiles, be an armchair traveler on this sofa and throw from Fendi, accented with a Rococo-style mirror and accessories from In'Nova, crocodile leather from France Croco, and rich bedding from Shades of India. This Trendease color story is composed of Pantone colors 16-1439 TPX, 17-0205 TPX, 18-1048 TPX, 19-1522 TPX, 19-3906 TPX, and metallic gold.



SHOWING ROOTS

Solid yet breathable textures mix with earth tones and elemental forms to define Showing Roots. The trend draws on the traditional art of native cultures and the inspiration of haute couture. Not bound to the earth by any means, Showing Roots draws in the gun-metal blues and greys of

the sky at dusk. Nature is nothing if not modern, and designers in tune with this trend will harness the simple, strong spirit of its lines. The ambience may be warm or cool, but it is always grounded, while the shapes are solid and subdued. From the villages of the Andes to the catwalks of Paris, Showing Roots is showing off. Get comfy in this knit from Prêt à Porter, wrap up in warm textiles from Expofil, relish a meal in Arcade's stone bowls, and gaze in wonder at the natural beauty of Lisa Ellul's Ceramics. This Trendease color story is composed of Pantone colors 11-0105 TPX, 12-0714 TPX, 14-1213 TPX, 15-4502 TPX, 17-1321 TPX, and 18-3916 TPX.



ABOUT TRENDEASE

Trendease is the ground-breaking online style magazine covering the worlds of home fashion and design. We're about lifestyle. We're about people. We are about cutting-edge information. We hit the top trade fairs, retail shops, showrooms, exhibits and design shows across Europe, and we return inspired by visions. We see trends as they emerge, and we bring them to our subscribers. Our passion is breakthrough thinking, our profession is applied creativity, our product is fast-breaking news and thought provoking ideas. Reinvent yourself, your boutique, your inventory and your offer. **Let us inspire you.**



Creative Offices 75 rue Caumartin 75009 Paris, France
www.trendease.com info@trendease.com +33 (0)1.53.16.24.06
©2005 Trendease International



Our Mission in life

To help leading-edge people gain a definite competitive and strategic advantage through a combination of fast breaking information, breakthrough thinking and applied creativity. **REPORTING TO INSPIRE**

In Search of Well-Rounded Retail



There is an art and science to innovative retail. Anyone running a boutique knows that lighting and location, display and packaging, signage and price points all play a crucial role in leading customers to the products they'll take home. Sure, everybody knows you can put bath next to bedding, but should the wooden horse go near the entry way or the stairs? When Skandium brought clean, northern lines to London, they chose the latter. Although your conundrums don't end with the finer points of display, you can find tips for every aspect of retail in the web pages of Trendease, at trendease.com.

A New Sensation

If we've learned one thing in our tours of Europe's trade shows and boutiques, it's that shoppers want a total experience. Whether your aim is to be discreet or daring, elegant or rock-n'-roll, you need to think about how your concept translates into sight, sound, smell, touch and taste (!). Skandium pulled traditional Swedish folk art into a furnishing display, evoking bright, yet well-known Swedish reds and blues. You could almost smell the pines. We would have killed for some lutefisk. That is, the result is a feeling-something distinct and memorable has been lived-now what is that if not art?

Trade Shows at your Doorstep

The home fashion and lifestyle markets are exploding with new trends and inspiring products. Magnified by the métissage that globalization has fostered, we see austere oriental lines framing lush velour, or rustic Central American throws draped over simple Shaker-esque furnishings. The possibilities are inexhaustible, but that doesn't mean we won't try.

Europe for a Song

Every year Trendease explores over 100 trade shows in Europe alone, covering home furnishings, apparel, and lifestyle markets, with an eye peeled for what's new and compelling in the world of design. Our weekly newsletter and constantly evolving web site give Trendease subscribers the opportunity to see the latest trends in cities like Paris, London, Milan, Stockholm and Barcelona without ever getting on a plane. Our photographs, fresh analysis and eye for detail are your competitive advantage, allowing product designers, retail managers and interior decorators of all stripes to bring a new look to what they do. On the next three pages, we give you a taste of some of the emerging trends we've seen.



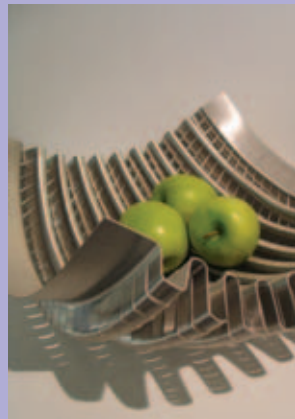
New Kids on the Block -

The Unstoppable Ideas of Young Designers

Ever wonder why this year's trends look a lot like last year's, or the year before's? Well, so do we. With all the ideas that we see covering the industry, there's no reason why lifestyle and home fashion shouldn't be constantly renewed. Yes, Trendease has seen the future of the lifestyle and home fashion industry, and it's not what you think. On the edges of trade shows, in the shadow of industry giants, young designers are inventing our world. They are our inspiration, and we make it a point to take up their cause by featuring one young talent in every issue.

Rejuvenate, Revive, Reinvent

Take Aran David. A member of the British European Design Group, this 21-year old is the Frank Gehry of tabletop. He has the spirit to match his own impeccable technique, and he's not jaded by the sclerosis that can touch the world of design. He designs product that transcends the industry's supposed constraints, and yet he can think like a businessman. More than a good designer, Aran wants to take home fashion in an entirely new direction. The excellence of his creations is enough to make us think he will.



EcoChic - Designing Green Dreams

You may not realize it, but some of today's most daring apparel and avant-garde furnishings are made from yesterday's trash. We no longer live on a disposable planet. Even beauty must be sustainable, and now it is. To create something new from out of the old, to design with an eye for our collective well-being-all this has a name: Trendease calls it EcoChic.



Sustainable Transformations

EcoChic is more than a passing trend: it is about designers and industry players actively engaging environmental issues through advances in materials and technology, and doing it with a sophisticated aesthetic vision. Smile Plastics, for example, has taken that ubiquitous and short-lived gadget, the cell phone, and converted it into a bright, durable material-an interior designer's and product developer's dream. These plastic sheets have been used to create tables, coasters, flooring, and counter tops....