

Picture This: Photo Frame Trends

by Margery Schwartz

Consumers of all ages are buying more and more photo frames to fit into both their decor and lifestyle. They are looking for a fun, lively way to display family, friends, vacations, and special occasions in their homes and offices. What better way to do this than to pick a trendy new photo frame? Several companies in the custom framing industry have expanded to create designs for photo frames and accessories to fulfill the consumers' needs. Look for a burst of energy in 2001 with funky, vibrant, colors and styles of photo frames.

According to Mark Del Degan, Marketing Manager of Roma

Moulding, the trend for his company will be to continue creating unique contemporary designs in an array of vibrant finishes. Roma will be challenging traditional profiles with a collection of different styles. Look for strong earthtones. Silver with various shades will dominate their collection. Pewter has become a most popular color choice. Customers are

becoming more adventurous and they are accepting new cutting edge designs.

MCS Industries has introduced a new collection of upscale furniture finish wood tabletop frames. Walnut has proven to be a popular finish, very much in consumer demand. Wood mixed with metal has also been a

successful frame design. Colors ranging from black to mahogany to walnut with some having gold or silver accents and metal frames have also enjoyed popularity with teens, a market that is waiting to be tapped.

The Studio Metals line of glass and metal

frames, part of the MCS Lifestyle Collection, have a clean and contemporary look that has continued to hold its own and produce profitable results.

Sandy Reiter, Executive Vice President of Sales & Marketing for MCS states that a successful program has been developed for the mass market discounters as well as specialty retailers.

A new "PhotoFrame" collec-



Photo frames with matching accessories is an up-and-coming trend. Roma Moulding's Giovanni line (including the Museum Collection) features wood with finishes ranging from Antique Ivory and frosted silver to frosted gold and Vintage Cocoa. Pictured here is Vintage Cocoa with frosted silver.



Colorful designs with natural motifs are a current photo frame trend. The Carr Harvest Collection is one example of this.

tion to complement The Woods of Designer Moulding custom framing line has just been launched. One of the collections, Grace Elegance, is available in a large selection of finishes with unique pallets of gold and silver. Deep beaded compo insets are sophisticated and used for portraits and formal subjects.

The Tradition Collection of photo frames is offered in four sizes in subtle gold leaf with red rush, to black, natural, and moss undertones. Every moulding is painted,



Studio Metals contemporary designs by MCS Industries remain popular.



Whimsical designs such as these from Burnes of Boston's Terragraphics collection, allow consumers to have fun with their decor.

hand leafed, and then brushed with agatha cloth to reveal color. Special aging acid is applied to reveal more color.

Wavy accent lines on the Currugated Collection have a chameleon effect and highlight the frame content. Champagne, gold, black, and black with silver are the four finishes available.

Larry McClave, Marketing Director of Designer Moulding, states, "We are gearing our products to the upscale market with big and/or elegant photo frames. We

crafted our most popular and elegant shapes in the custom framing section that add value to retail framers and provide extra sales. These unique, one-of-a-kind styles in photo frames will add value to the custom framing sale where the retailer can provide a comple-



Basic corner accents liven up a simple frame as seen here in the Decor Corner collection from MCS Industries.

mentary photo frame that will match their custom frame.”

In addition, as consumers place more emphasis on photo frames in their decor, they are also looking for accessories to complement them. Gemini Selections has developed a new line of decorative accessories including mirrors and sconce shelves that match their Victorian photo frames.

Burnes of Boston has recently issued its “Trendcast” for Fall 200. Heidi Heifetz, fashion and design director, says the four trends to watch are American Eclectic, Techno-sphere, Youth Beat, and Equilibrium.

The American Eclectic look is captured by their Harvest line, boasting garden-inspired motifs such as viney florals, leaves and berries, and fall harvest fruits. All four brands—Burnes, Carr, RareWoods, and Terragrafics—are offering products that follow this trend. Casual Collection are clean, simple contemporary designs featuring inlaid wood. Traditional Home

focuses on mid to dark toned woods, antiqued metals and classic design motifs such as leaves, plaid, and paisley. American West is clean wood and rustic rope.

The Techno-sphere will lean towards the colors and forms of the

Fifties. Transparency will be joined by smokey greys and deep, iridescent neutrals accented by shiny chrome, matte platinum, or titanium blue metals.

For the junior or teen market, bright neons and sometimes clashing colors and materials, like glitter, with boomerang and amoeba-like shapes are expressions of youthfulness. Burnes will feature Pixies and Carr is introducing Dharma to the P’zazz collection to meet this trend.

Terragrafics has a wide range of new products to identify with Zen and harmony. Zen Transition has unique shapes with rosewood, black, or mahogany wood accents. Infinity Glass has an organic-shaped blue base in sea glass green or ice blue that supports a clear glass frame. Sonnet offers wide concave high-lacquered teakwood profiles.

Consumers are anxious to have something different. Companies have found an easy way to satisfy this need as they continue the trend to offer almost any style, shape, or color photo frame. ■



The Corrugated Collection from Designer Moulding is available in four finishes: Champagne, Gold, Black, and Black with Silver. Wavy accent lines give the frame a subtle chameleon effect to highlight the contents.



Roma’s Memory Lane, part of the Moda Collection of satin stained mouldings finished in clear beeswax is available in four contemporary profiles, complemented by six finishes ranging from Raven Black, Sea Sand White and Mischievous Mahogany to Cherish Cherry (shown here), Rouge Pear and Wild Walnut.



The Grace Elegance collection from Designer Moulding offers a large selection of beautiful finishes with unique pallets of gold and silver. The deep beaded composite insets are sophisticated and ideal for portraits and formal subjects.