





Trends in Color and Home Décor for 2002

Stay ahead of the curve by knowing what your clients want.

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This year, the most significant trend we will see is a change in “lifestyle,” in part due to recent events. Home, family, friends, and life experiences are more important now than ever, and there’s a desire to spend more time in our homes. This shift emphasizes even more the need for “cocooning”—creating a comfortable, non-stressful refuge where we feel safe and secure. Because of this, many consumers are making choices to invest their dollars into designing and redecorating their homes.



This is our “call to duty.” How lucky we are to be in a profession that allows us to create beauty. We can enhance people’s lives by making their homes a more comfortable and lovely place to be! In order to be

able to help your customers, you’ll need to be savvy on what’s happening in the design arena.

A recent visit to the fall International Home Furnishings Market in High Point, NC provided an opportunity to view some of the upcoming trends that we will be seeing. If there is one word that describes trends in decorating today, it’s “eclectic.” Most people want their homes to be a reflection of their own personal style. Decorating is no longer about matching or creating exact duplicates of model rooms. Today, decorating is about adapting diverse design influences to fit individualistic ideals. People want their homes to say something about who they are, their background, and their beliefs.

Rooms today are often designed to serve a variety of functions, ranging from combination kitchen/dining/family rooms to the blending of bedrooms with home offices. Consumers are saying that they want their homes to be com-



A return to formality, classic American themes, contemporary styles, and influences from around the globe are four design directions that will be popular throughout 2002. The above images (from left to right) are examples of designs that could work well in those types of room settings.



comfortable and “chic,” while also making a design statement.

Being knowledgeable about these home décor styles and the colors, patterns, and textures available will help you to create just the right mat and frame designs. Let’s look at the many styles available in 2002 that we can mix and match.

Design Directions

Although we talk about popular trends and preferences, we must always keep in mind that people have their individual tastes.

However, there’s a number of looks that are highly favored today. Below are the most prevalent ones we’ll see in 2002.

A Return to Hearth and Home, and Formality

- Classic
- Traditional
- English Formality

The European Influence

- Swedish Country
- English Country
- Italian Country
- Country French

The American Influence

- Mission and Shaker themes reinterpreted
- Ernest Hemingway style
- American Country
- High Mountain

The Global Influence

- Tropical
- South American
- Indian

The Contemporary Influence

- Mid-Century Modern
- Architectural Designs
- Whimsical

There’s also a strong emphasis on juvenile furnishings that remains appropriate as the room evolves from a nursery into a teen room. Many pieces of furniture being designed for these settings are multi-functional and replicate smaller versions of adult furniture styles. Certain art and framing styles can move through these stages as well.

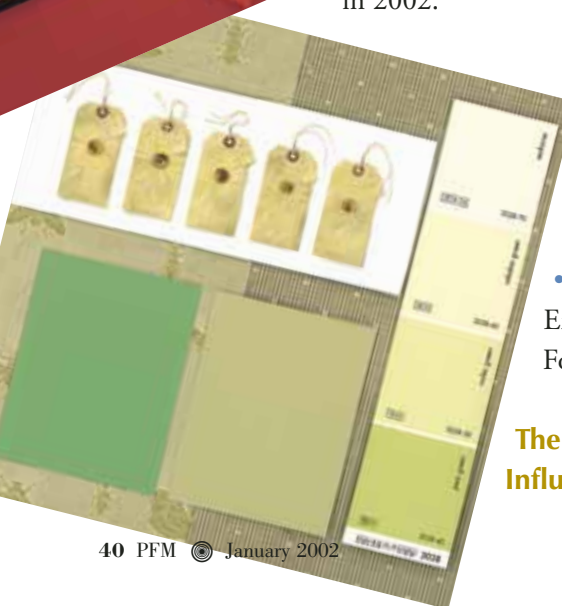
Color Directions

Consumers today have a wide spectrum of palettes to choose from, with more of a focus on color families, and on complex colors and special effects within the palettes.

Color Families

Blue is the color family leader for 2002. Blues will vary widely as well as include the complex color of dusty teal. This green-cast blue helps to bridge the blues and greens together, and is predicted to be a very popular color.

Greens will be taking on a yellow tint, replacing the sage greens.



Yellows will be taking on a blush of green, instead of the more buttery yellows.

Oranges in 2002, will have a yellow cast, and will reflect more of a melon color.

Reds will move to the cool side to include, pinks, berries, and burgundies.

Color Palettes

Pale hues: These cooler colors will have more pigment than the pastels and will be less complex.

Pastels: These will be more saturated and will represent each of the primary colors—red, blue, and yellow.

Organic mid-tones: The herbal qualities in these colors represent the issues of health and wellness—safe, quiet, muted colors. This could possibly be the number one palette for 2002.

Tropicals: Hot, lush, bright hues will be used more for accents and will be mixed with neutrals.

Classic colors: A swing back to formality along with more and more reproductions of “classic” furniture styles requires the use of “traditional” reds, golds, blues, greens, purples and browns.

Deep hues: Darkest of all of the palettes, these colors

will play an important role in monochromatic color schemes.

Black and whites: These will grow even more in 2002 and will be seen partnering with each other as well as balancing the brighter hues.

Decorating trends tend to be cyclical and usually last about eight to 10 years. Most of the ones we are looking at today started in 2001 and will continue to build in 2002.

The key for you is to recognize them as early as possible and anticipate their effects on your business. Be prepared when customers ask for assistance in creating a perfect design for their home. When merchandising your store, create some vignettes that reflect current decorating trends, styles and colors. Remember to feature keepsakes, family photos, and memorabilia.

It's also a good idea to filter the national trends through the lens of local preferences as you make decisions on merchandising. Generate visual excitement for your customers with ideas that will help them create beauty and harmony in their homes, while creating more sales and profits for yourself! ■