

# TRENDWATCH 2018

# Showing Scandinavia

Feb 6-10  
2018

The background is a deep purple with a subtle, ethereal glow. On the left, a large, textured sphere resembling a planet or moon is partially visible. On the right, a smaller, more distant celestial body is seen against a backdrop of faint stars and nebulae. The overall atmosphere is cosmic and mysterious.

**Color of  
the Year  
2018**

**PANTONE<sup>®</sup>**

**Ultra Violet**  
**18-3838**

## The top colors for Spring 2018 fashion



## The top colors for Spring 2017 fashion



## The top colors for Spring 2016 fashion



Small steps for mankind. Great leap for fashion industry?



*2018 furniture*

The top colors for Spring ~~2016~~ *2018* fashion



Furniture industry is generally two years behind fashion. Consequently, this year the major Scandinavian manufacturers were dressed up in the 2016 pantone scale. (Which, noted on the previous slide, is very similar to 2018 pantone scale. For mankind.)



## COLOURFUL WARMTH

The colour tones are getting deeper, and the scale is rich. The general palette is filled with rich, inviting colours stretching from deep pastels to dark green, red and blue.





## RED SPECTRUM

A palette of red tones stretching from powder pink and coral, over terra-cotta to deep burgundy. Often combined together.



# THE RETURN OF THE '90s

The decade of terracotta, oversized sweaters and ironic tv-shows.

We've seen it in fashion for some time. 2018 is the year when the influences from the 90s really hit the furniture industry. But off course with a twist. Dark green and blue colours combined with terracotta and rusty shades.





# COLOUR PALETTE OF THE '90s





COLOUR  
TRENDS  
COMBINED



# QUALITY

Emphasis on quality is vital to reach the conscious customers looking for long lasting products. But an enhanced quality is also crucial to stay relevant on the market. No one want to be left in the decreasing mid segment.

## THE DISSAPEARING MID-SEGMENT

As our digital world enable us to compare and evaluate all products within a given category, the product's ability do differentiate become critical. This is driving products in two directions. They either join the war on price in the lower end. Or they try to fill the product with value to differentiate in a qualitative way.

The big mass in the previously favorable middle segment are becoming easily exchangeable in the vast competition.





# POST TRUTH

In a hard and uncertain world of “fake news” and rocket men, we tend to look for honesty, transparency in production and solid values.

# CONSCIOUS CONSUMPTION

We tend to look for something known and safe. We want to know where and how the product has been produced, the heritage. And we are prepared to pay for it.

As a reaction to the forces questioning the entire environmental discussion , conscious consumers want products that last longer, which in turn is forcing the low end products to increase their focus on quality.









Old and new classics.  
Relaunched design pieces,  
and honest materials like  
leather and wood.

We seek for the familiar, the  
long lasting and the  
comforting.





# DEMOCARATIC DESIGN

Guest of honor Paola Navone and the Panorama exhibition were both focusing on reuse of everyday objects. The later an arena for dialog around how architectural can contribute to democracy.



