

ASDMARKETWEEK

LIFESTYLE TREND REPORT 2015/2016



HARMONIZING WITH NATURE

The harmonizing with nature trend is all about bringing the outdoors inside through furniture and accessories. This trend recognizes the instinctual bond between people and nature. The diverse textures found in nature serve as inspiration. From the rustic woods to the ocean shores, neutral, monochromatic palettes create an earthy, soothing feel.

Sculptural wood and bark, smooth bamboo and aquatic accents are used to border and embellish accessories and decor. Artwork, small decor, stationery and other gifts feature rare butterflies, exotic insects, painted florals and plant prints. Textiles feature natural fibers, weaving and heavy artisanal influences from around the world. Succulents and air plants are dominant in decor and gifts. Herbal and woody scent combinations are gaining momentum in candles and perfumes. Key colors include muted color palettes with beige, forest green, burnt sienna brown, sage green and rose pink.



SOFT GOODS

- Nest-like bean bag chairs
- Botanical or plant printed pillows
- Nature posters
- Insect, frog or owl printed artwork

HARD GOODS

- Tree branch decor
- Polished wood cups
- Carved wooden clocks
- Flower pressed glass coasters
- Grapevine decor (wine racks)
- Porcelain botanical print tea cups
- Wood pattern dining sets

GIFT PRODUCTS

- Succulent starter kits
- Paper butterfly and dragonfly kits
- Whiskey and Rum Making kit
- Make your own soap kits

FASHION ACCESSORIES

- Branch or vine jewelry
- Butterfly jewelry
- Bamboo earrings
- Wooden watches
- Agate geode necklaces
- Resin bangles
- Beaded jewelry





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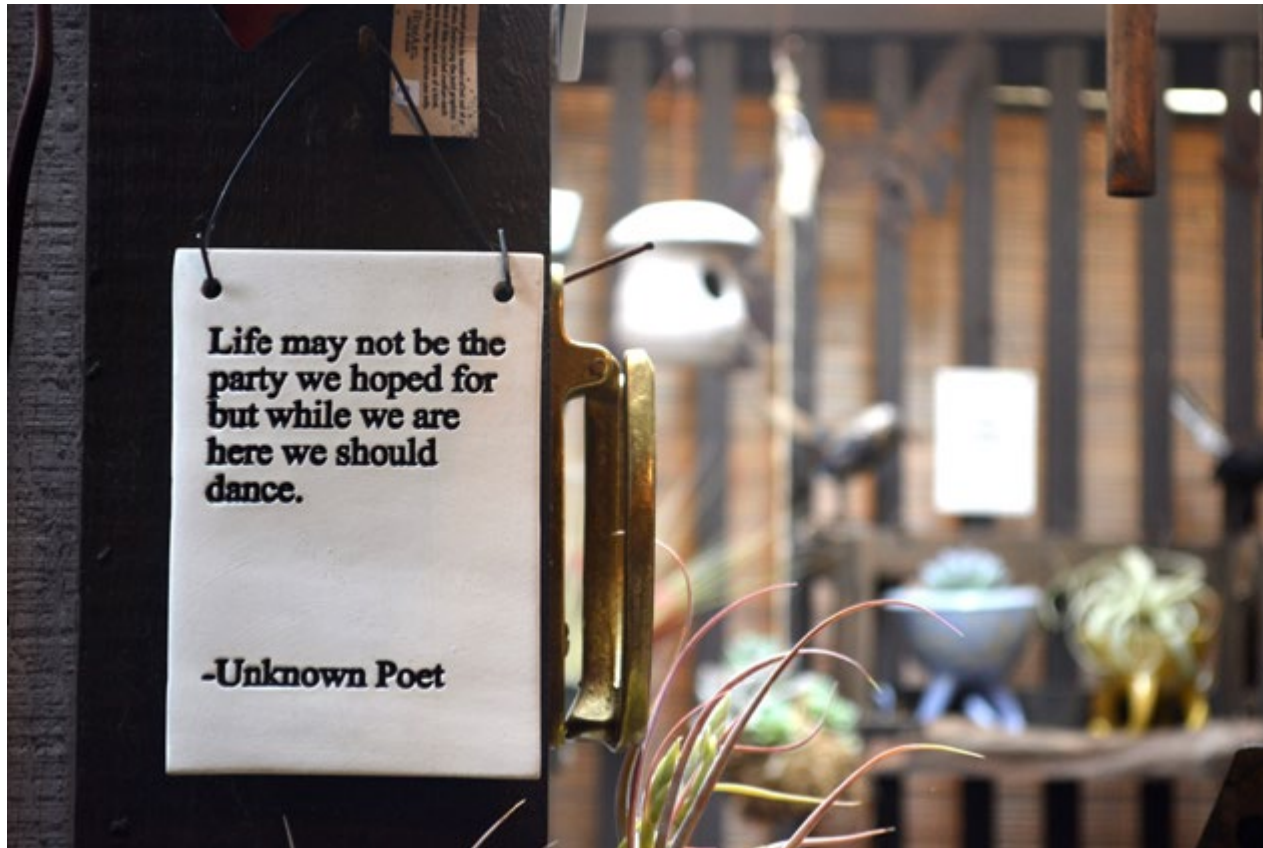




CURATED JOURNEYS

The curated journeys trend is an exploration of antique malls, flea markets and craft fairs in search of hidden vintage treasures. These interesting items are quickly added to households in order to tell the homeowners' stories. Whether it is a quote etched on a plaque, a keepsake locket or smooth stone with a single word, secret messages are displayed in creative ways.

Thoughtful everyday accents such as transcribed frames, nostalgic vases, embellished cards and poetry laden candles move and inspire their owners. Novelty typography items, vintage advertisements, aged stationery and vintage bookmarks are just a few items that bring this trend to life. Key colors include maroon red, tans, rusts, pewter and muted grays.



SOFT GOODS

- Typewriter printed accents on pillows & sheets
- Calligraphy lamp shades
- Linen newsprint table covers
- Sentimental candles
- Vintage postcards
- Poetic and famous letter themed pillows

HARD GOODS

- Vintage perfume bottles
- Drinking horn or leather flasks
- Printed poetic candles
- Graphite feather shaped pens
- Decorative melted repurposed bottles
- Bound journals with hidden sections
- Vintage books
- Personalized travel journals

GIFT PRODUCTS

- Create your own perfume kits
- Message in a bottle kits
- Note book and book series starter kit

FASHION ACCESSORIES

- Latitude pendants
- Chalk board locket
- Coordinates ring
- Message carrying jewelry
- Locket and secret treasures
- Location coordinates engraved bracelets
- Personalized handwritten necklaces





THE GLOBE-TROTTER GORING HOTEL
SECOND EDITION





Victoria Camp designs



RETRO URBAN

The retro urban trend shows us that the 1950s and 1970s are back in full force. Old school style is repurposed with a sleek, modern twist. Natural materials maximize the contemporary feel among striking linear designs. The design is complimented by muted color palettes – soft earthy tones, chocolate browns are mixed with avocado greens and mustard yellows. Subtle, abstract shapes also stand their ground with confidence with this trend while ceramic and lacquered finishes provide polished elements to products. Geometric patterns elevate the most minimal of pieces, from apparel to furnishings. Refurbished MidCentury modern décor comes into play here. Brass, copper and gold are essential metallics. Innovative design elements are mixed with practicality, which appeals to any urbanite.



SOFT GOODS

- Circular rugs
- Retro dish towels
- Walltowel
- Carpeting
- Grass cloth wall covers
- Geometric wallpaper decals
- Leather bean bags
- Color block kitchen towel sets
- Colorful shaggy, patterned rugs

HARD GOODS

- Starburst mirrors
- Vintage shoe forms
- Minimal detailed clocks
- Ombre highball glass cups
- Polygonal shaped frames
- Openwork dining chairs
- Colored glass vases, jars and trays
- Vintage 1970s pyrex glassware
- Amber tinted glass salt and pepper shakers

GIFT PRODUCTS

- Macrame plant hanging kits
- Colored fondue sets
- Wall decal clocks
- Henna kits
- Indoor gardening sets
- Air plants starter kits

FASHION ACCESSORIES

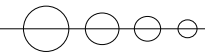
- Triangular, circle, and square metallic jewelry
- Daisy chain headpiece
- Tarnished metal faceted bangles
- Enamel locket pendants
- Gunmetal fringe necklace
- Suede fringe necklaces
- Mood rings and necklaces
- Jade and turquoise rings
- Mirrored glasses
- Sleek waist belts
- Geometric chiffon scarves
- Colored tinted sunglasses
- Interlock disc belts







HATS FOR MEN AND WOMEN



Hats are a key fashion accessory across all three of our 2015-2016 trends. See styles and examples for each trend here:

TREND NO.1

Straw fedora hats with colorful trim
Woven straw folding panama hat
Buckets hats made from bamboo
Floral floppy straw hats

TREND NO.2

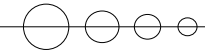
Herringbone linen flat caps
Rollable felt trilby hat
Fedoras with hidden pockets

TREND NO.3

Bowler Hats
News caps
Head scarves



BAGS FOR MEN AND WOMEN



Bags are a key fashion accessory across all three of our 2015–2016 trends. See styles and examples for each trend here:

TREND NO.1

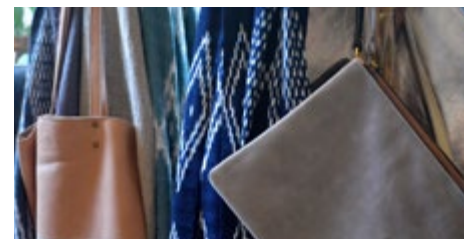
- Cork wallets
- Cork iPhone/iPad cases
- Nubuck leather purses
- Nature inspired print wallets
- Mini crossbody purses

TREND NO.2

- Canvas and leather messenger bags
- Envelope wallets
- Waxed canvas satchels
- Crossbody leather purses
- Side packs

TREND NO.3

- Perforated tote bags
- Bucket bags
- Macrame purses and backpacks



GLAMPING WITH HGTV'S DAVID BROMSTAD



Glamping has become one of the biggest consumer trends in home decor. The term "glamping" is derived from the two words, "glamorous" and "camping." The goal of this trend is to create the ultimate outdoor travel experiences while exploring the world.

Retailers big and small are catching on to the fact that glamping means big retail business. From pillows to throws, candles to carts, HGTV's David Bromstad talks about the important elements of this trend.

We asked David, "How has glamping, as a trend, impacted what consumers are buying in stores?" He shared:

The must-haves are obviously outdoor furniture. If you're going to use it outdoors. A lot of people are glamping indoors as well with their families, and those elements can be translated into indoor accessories. If you're glamping outside, everything has to be outdoor furniture.

I'm also seeing that teepees are one of the new hot things people want inside and outside. On Pinterest, I've been seeing people tent their entire room and put a bed in it. They're doing the same thing outdoors to create sleeping areas to enjoy beautiful weather.

As far as colors, that's really up to you because it's a matter of personal taste. While subtle and neutral work, I'm all about color. The best combinations mix metallics, including gold, silver and brass. Look for vibrant oranges, red, teal blues and magenta.

Patterns are also geometric or Moroccan inspired. Look for modern forms with natural and organic feeling of movement in them. You'll also see a lot of texture like faux Mongolian lamb fur. You'll find a almost everything you need in my new collection with GrandinRoad.com!





WITH NATE BERKUS

People's homes are extensions of themselves. Homes tell the stories of the people who live in them. The small items people add to those space help tell parts of those stories. Interior designer Nate Berkus shares what consumers are looking for in home decor today in our exclusive interview for the 2015-2016 report. Read it now!

WHAT ARE THE THINGS YOU SEE CONSUMERS LOOKING FOR THEIR HOMES TODAY?

No matter who you are, no matter how much money you do or don't have, no matter what country you live in, everyone wants to live better as a universal rule. I've learned this because I travel extensively. I've learned that design is deeply, deeply personal. What's become prevalent in the world of design today is that:

- 1. Consumers are allowed to break any rules they want,*
- 2. They should be encouraged to create expressive environments,*
- 3. And they should be allowed to tell the story of who they are by things they choose.*

It's important for retailers to understand this. They can use these ideas to help build better merchandising choices and carry more unique products. Mixing local artisans with mass produced items is perfectly acceptable today. No matter where something is made, everything has a maker story behind it.

FROM 2015/2016, WHAT ARE TWO TRENDS YOU ARE WATCHING WHEN IT COMES TO DECOR AND ACCESSORIES?

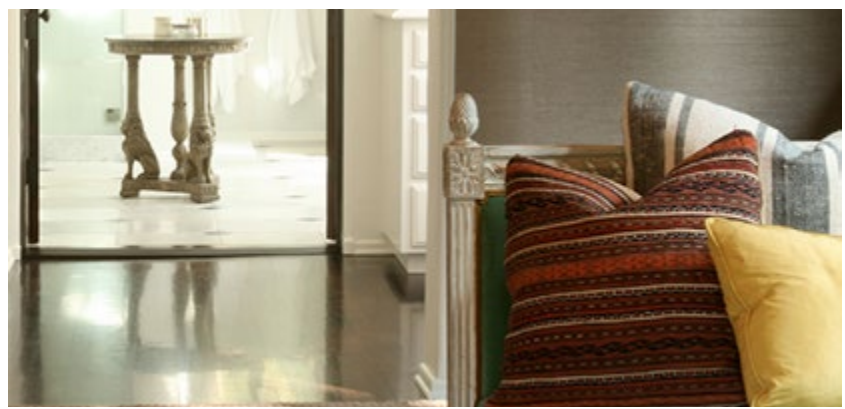
NATURE AND METAL:

Mixed metals, metallics and natural materials will continue to dominate. I'm also looking at weaving, which is becoming really important. There's a return to craft that I fully support. Basketry, tassels, fringe and quilting are all a part of it.

NATURAL MINERALS:

Minerals are going to be huge, but not in the way we've seen them attached to lucite and polished geodes. Instead, they will be in their raw, natural form. I want to see bowls of pyrite on the coffee table. Why not?





WHAT IS ASD MARKET WEEK?

ASD Market Week is the most comprehensive B2B wholesale trade show of its kind. The show brings the world's widest variety of merchandise together in one efficient consumer goods trade show that's as easy to shop as it is to love. The ASD Market Week showfloor is packed with quality product choices at every price point in the **gift + home, fashion + accessories, smoke + vape, toy + novelty, convenience stores** and **sourcing categories**. What's more, we even have a **cash + carry** section where buyers can purchase **jewelry + accessories** on-site and have goods in their store that week! Attendees come here to discover new suppliers, new product categories, and new ways to build profitable businesses.

REASONS TO ATTEND

ASD Market Week is an award winning retail event that features over 2,600 wholesale, import and manufacturing companies who bring tens of thousands of products. ASD Market Week offers unparalleled service for buyers, from matchmaking services to educational business seminars to networking events, ASD Market Week's main goal is to make retailers and business owners successful in all aspects of their business. There's no other event where business professionals can learn and earn in the way that ASD provides!

REASONS TO EXHIBIT

Every March and August, over 45,000 people attend ASD Market Week. Of those, 98% of attendees have major purchasing power. The average buyer spends \$82,500 per show, equating to \$2.8 billion annually across hundreds of product categories. 88% of our buyers are domestic and 12% are international. The countries with biggest international presence are Mexico and Canada. If you're a company that manufactures retail goods, then ASD Market Week is a show that you simply must attend.

ASD MARKETWEEK

Find out more at:

www.asdonline.com or call us at toll free:
+1.800.421.4511 to learn how **ASD Market Week**
can benefit your business!

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#ASDShow

TREND NO.1

honeycomb necklace: <http://bit.ly/1JhpjGb>
wood necklace pendant: <http://bit.ly/1dlZRwn>
gem bug: <http://bit.ly/1QmdeIn>
butterfly cuff: <http://etsy.me/1JmJnWb>
botanical clear bangle: <http://etsy.me/1I5pOmq>
wooden watch: <http://bit.ly/1GVFLKB>
bird nest necklace: <http://bit.ly/1STfCkF>
baseball cap: <http://bit.ly/1RH5CsX>
botanical floppy hat: <http://bit.ly/1GVGhrV>
square straw hat: <http://bit.ly/1G1AW1B>
straw trilby hat: <http://bit.ly/1JmKcOO>
floral band straw hat: <http://bit.ly/1I5qSa1>
straw fedora hat: <http://bit.ly/1STg8i7>
wood radio: <http://bit.ly/1AluWL3>
feather on a desk: <http://bit.ly/1RH60aJ>
nature book: <http://bit.ly/1I5riNL>
flower cup: <http://bit.ly/1dbYwx6>
letter k: <http://bit.ly/1ESgZF6>
vintage cups: <http://bit.ly/1DENhrg>
veggie paper you can plant: <http://bit.ly/1G1CkKE>
bryan nash woodcut paper: <http://bit.ly/1FSbzOl>
butterfly poster: <http://bit.ly/1Gj6thp>
nature fort: <http://bit.ly/1BHlyzB>
pillows on couch: <http://go.brit.co/1ESHm99>
butterfly pillow: <http://bit.ly/13M1HY9>
succulent cushion: <http://bit.ly/1BH1P5A>
beetle: <http://bit.ly/1Fpo54v>
natural earthy scent sets: <http://bit.ly/1GVHZcY>
green botanical clutch: <http://bit.ly/1dBQ0bj>
nature wood cuff: <http://bit.ly/1G1DYmt>
himalayan pink salt: <http://bit.ly/1jtu00r>
cork iphone case: <http://bit.ly/1G1FzWd>

TREND NO.2

chalk board locket: <http://bit.ly/1ALbYTG>
wax seal ring: <http://bit.ly/1Q36CKx>
map watch: <http://bit.ly/1G1G6rZ>
engraved bracelet: <http://bit.ly/1Qmg1aM>
handwritten necklace: <http://bit.ly/1CAJxBK>
message ball necklace: <http://bit.ly/1SThWHW>
coordinates ring: <http://bit.ly/1Ckzn8s>
poetic key necklace: <http://etsy.me/1Jhu6HP>
poem necklace: <http://bit.ly/1ESjuXZ>
dictionary word necklaces: <http://etsy.me/1dJ3jHF>

compass and necklace: <http://etsy.me/1HlpynS>
jewelry tray: <http://bit.ly/1DENhrg>
hidden pocket smoky gray fedora hat: <http://bit.ly/1I8Q4ts>
red straw fedora hat: <http://bit.ly/1HlpJQ4>
floppy hat: <http://bit.ly/1BH4kVq>
travel hat: <http://bit.ly/1M0Gn1l>
men's scarf: <http://bit.ly/1dJ3PVI>
hidden pocket scarf: <http://bit.ly/1K6Wbk9>
short map scarf: <http://bit.ly/1STv4Nh>
long map scarf: <http://ebay.to/1AIPxPa>
soft satchel wallet: <http://bit.ly/1Q3tPw2>
nautical clutch: <http://etsy.me/1STviEh>
travel clutch: <http://bit.ly/1Qmt8sx>
canvas satchel: <http://etsy.me/1BHq03U>
leather messenger bag: <http://bit.ly/1dcdC5S>
map backpack: <http://bit.ly/1eNlqfw>
anchor pendant: <http://ericaweiner.com>
coordinates pillow: <http://bit.ly/1M8nee1>
newsprint pillow/table covering: <http://etsy.me/1Q3v3r4>
feather bookmark: <http://bit.ly/1KKbeSi>
printed lovenotes pillow: <http://bit.ly/1dJktoe>
heart pillow: <http://bit.ly/1RHgGWR>
heart message pillow: <http://bit.ly/1DrCTVz>
fortune pillow: <http://etsy.me/1dJy7l>
typed text bed set: <http://bit.ly/1eNm2BQ>
leather bowls: <http://bit.ly/1dcexDp>
cork candles: <http://bit.ly/1I9fwPA>
bound journal: <http://bit.ly/1BHs3oq>
candles: <http://bit.ly/1P5NKfJ>
aroma jars: <http://bit.ly/1RHgGWR>
luggage: <http://bit.ly/1CD82Pb>
map letters: <http://bit.ly/1Q3wPZw>
suitcase décor: <http://rr29.co/1lcyCXZ>
workroom-crafts: <http://bit.ly/1FpPYJD>
letter lamp: <http://bit.ly/1JhStFn>
book pencil case: <http://bit.ly/1eNm2BQ>
ceramic bowls: <http://bit.ly/1KB64os>
coffee table books: <http://bit.ly/1I9hD5Z>
candle set: <http://bit.ly/1Mlat4s>
arrow bookends: <http://bit.ly/1KKclma>
pen and writing sample: <http://bit.ly/1eNnF2o>
notebook set: <http://bit.ly/1JhTAF1>
cork heart: <http://bit.ly/1IOB21y>

TREND NO.3

cut-out handle clutch bag: <http://polyv.re/1M9ywi9>
perforated handbag: <http://bit.ly/1AITVh9>
industrial faceted necklace: <http://bit.ly/1RHitLM>
tarnished metal faceted bangle: <http://bit.ly/1IcBcNm>
geometric necklace: <http://etsy.me/1AIUdEV>
enamel locket pendants: <http://bit.ly/1GfCW6N>
mini shoulder bag: <http://bit.ly/1AIUmrJ>
geo jewelry: <http://bit.ly/1G2a3dK>
enamel finger rings: <http://bit.ly/1M1cttp>
retro necklace: <http://bit.ly/1STB2xD>
felt hat: <http://bit.ly/1K7jOUO>
felt floppy hat: <http://polyv.re/1Q3A6bb>
pink round glasses: <http://bit.ly/1M9UXUz>
round glasses: <http://bit.ly/1FScSwG>
sleek waist belt: <http://bit.ly/1QmxyzK>
geometric scarf: <http://bit.ly/1JhVdT3>
modern jewelry: <http://bit.ly/1FpPYJD>
retro bowl: <http://bit.ly/1AIVfFP>
leather chair: <http://bit.ly/1Jnassi>
salt and pepper shakers: <http://bit.ly/1AIVwDG>
faceted glass vases: <http://bit.ly/1K7kfn6>
pantry set: <http://bit.ly/1JhVPYU>
vases: <http://bit.ly/1G1TgW1>
photo frame shelf: <http://bit.ly/1AIVPyh>
faceted ceiling lamp: <http://bit.ly/1HIE9Os>
chair: <http://bit.ly/1dJokl8>
artsy chair: <http://etsy.me/1STCdgA>
smoked mirrors: <http://bit.ly/1QmzNTJ>
ombre cups: <http://bit.ly/1BHfygr>
copper ombre lamp: <http://polyv.re/1eNpEUw>
engraved clock: <http://polyv.re/1I9mzaX>
square clock: <http://polyv.re/1BHylz5>
triangle mirror and candle holder: <http://bit.ly/1M1ft9b>
retro style star mirror: <http://bit.ly/1HIECC9>
retro bowls: <http://bit.ly/1RHkFCS>
orange couch: <http://bit.ly/1FScY7A>
orange mid century sofa: <http://bit.ly/1HIEUJg>
ombre rug: <http://bit.ly/1GiU652>

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