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Let's talk color!

TREND REPORT

MAISON & OBJET

On September 5-9, 2003, the International Home Style Exposition was held in Paris. With 3,000 exhibitors, it is a very large and influential presentation of the latest trends in home textiles, furniture, tabletop, giftware, lamps and other home accessories. In the words of Etienne Cochet, managing director of the show:

“What can stimulate the creative mind more than the influence theme of envie (wanting): more than any other trend, this invites us to express our desires, make dreams come true...enjoy simple pleasure like that of chocolate craving or give into the ultimate temptation, that of producing self-fulfillment.”

Current considerations in choosing objects for the home:

- ▶ Home is no longer a personal museum, but a place of personal expression
- ▶ Consumer habits are drastically changing as they have less time for shopping
- ▶ Objects must tell a story and create a relationship with the shopper
- ▶ Home is an atmosphere where fragrances, colors and sounds are all vital ingredients

Product displays/vignettes were mounted to “visually entice” in the following themes:

Play: Humor, originality, a time for recreation

Happiness: Well-being through optimistic messages and ‘must-haves’ for the home, especially in kitchen and garden

Sensual and pleasurable products: All that glitters is gold! Along with other reflective surfaces.

Fabrics, finishes and treatments:

- ▶ Contrasting geometrics
- ▶ Intricate, bold macramé weavings
- ▶ Satiny cottons
- ▶ Fine, loosely woven linens
- ▶ Cotton wraps
- ▶ Boiled wools
- ▶ Light and/or heavy felt
- ▶ Three-dimensional layered motifs
- ▶ Awning and deck chair stripes
- ▶ Satin finish plastics
- ▶ Intricate glass patterning
- ▶ Resin
- ▶ Polycarbonate chairs (another word for plastic)
- ▶ Molded rubber
- ▶ Finely woven wicker

Wood finishes:

From darkest leather inset pieces to lightest blondes
Color “washes” on large pieces

The major color influences seen at the show significantly mirrored the PANTONE® Home Furnishings palettes for 2004.

- ▶ Yellows, orange, adobe browns, shot with the surprise of electric blues
- ▶ Organic natural tones accented with foliage greens and grayed blue-greens
- ▶ Home and hearth reflected in brick reds, rustic browns, chamomile and raffia tones
- ▶ Soft midtones of cashmere blues, grayed grapes, cloudy whites and buff tones
- ▶ Sophisticated combinations of mauves, cognac, burgundy and peach tones
- ▶ The opulence of cappuccino brown, olive, imperial purple, wine and chartreuse olive
- ▶ Happy peachy pinks, mimosa yellow, Jacaranda blue, taffy and melon
- ▶ Ever-present black and white

Decosit

Located in Brussels, Decosit and Decosit Contract is a highly regarded trade show in the international upholstery textile industry, although many other influences, notably furniture styling, is evident as well. Serving both the residential and contract market broadens the scope of product offerings.

Interestingly, one trend report services both sectors, a clear indication of the crossover between the two areas. The trend theme of "In Between" is explored: the dichotomy of optimism and pessimism, poverty and luxury, mass-production and made-to-measure, nature and hi-tech, fantasy and reality.

The suggestion is made that we (the producers) may want to "change the reality" by utilizing the emotional components of light, fragrance, touch, sound and color. It is suggested these elements can make the greatest impact on the consumers and will ultimately create the fantasy. An "emotional lounge" was set up as a meeting point where visitors and exhibitors had a place to relax and "awaken their senses" in colorful surroundings.

The four "emotional themes" as titled and reflected in color are:

Hit me: "pure and raw colors"

PANTONE 16-0123 Tendril
PANTONE 15-0927 Pale Gold
PANTONE 17-1328 Indian Tan
PANTONE 18-4039 Regatta
PANTONE 18-3920 Coastal Fjord
PANTONE 17-1723 Malaga
PANTONE 19-1623 Vineyard Wine
PANTONE 19-4305 Pirate Black
PANTONE 19-0814 Slate Black

Move Me: "fresh colors, fragile and bright"

PANTONE 12-0720 Mellow Yellow
PANTONE 14-5002 Silver
PANTONE 11-0609 Ethereal Green
PANTONE 14-4210 Celestial Blue
PANTONE 15-0522 Pale Olive Green
PANTONE 16-1617 Mauveglo
PANTONE 18-3224 Radiant Orchid
PANTONE 14-4812 Angel Blue
PANTONE 18-4711 Stormy Sea

Try Me: "bright, electrifying colors"

PANTONE 12-0740 Limelight
PANTONE 12-6206 Fairest Jade
PANTONE 13-0550 Lime Punch
PANTONE 14-1012 Champagne Beige
PANTONE 16-3925 Easter Egg
PANTONE 16-1450 Flamingo
PANTONE 18-5633 Bosphorus
PANTONE 19-4110 Midnight Navy

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Caress Me: "warm, touchable colors"

PANTONE 13-0917 Italian Straw
PANTONE 11-4303 Mystic Blue
PANTONE 15-0636 Golden Green
PANTONE 16-1253 Orange Ochre
PANTONE 18-1658 Pompeian Red
PANTONE 18-1706 Black Plum
PANTONE 19-5004 Urban Chic
PANTONE 17-4030 Silver Lake Blue
PANTONE 18-5203 Pewter

Although not mentioned in the Decosit color report but noted on the floor at the show were additional colors such as: Cappuccino PANTONE 19-1220, Brick Red PANTONE 19-1543, Pink Mist PANTONE 15-2805, Peach Skin PANTONE 16-1907, Mimosa PANTONE 18-0848, Smoky Grape PANTONE 18-3110, Terra Cotta PANTONE 19-1526 and Eggplant PANTONE 17-2311. Most notable of color changes and influence were that complex and sophisticated midtones are making a strong resurgence.

Fabrics, finishes and treatments:

- ▶ Blended fantasy yarns
- ▶ Ringlets/eyelash effects
- ▶ Woven raffia constructions
- ▶ Thick soft yarns
- ▶ Quilted effects
- ▶ Matalesse
- ▶ Natural fibers
- ▶ Botanical patterns
- ▶ Lightweight linens
- ▶ Heathered wool jacquards
- ▶ Embossed leather effects (aniline, semi-aniline and pigmented)
- ▶ Paisleys
- ▶ Chenille combinations (with boucle/linen/silk or wool)
- ▶ Puckering
- ▶ Leather/fabric/wicker combinations
- ▶ Subtly colored, finely woven, sophisticated wicker chairs

Unexpected in contract usage were decorative and whimsical devices, such as cactus-like polyurethane clothes trees that might be used in a reception area, as well as expanded polyurethane rocks that double as seating. Many shapes in contract displays were curvilinear in style, a blend of minimal modernism, yet reminiscent of Breuer or Thonet bentwood.

PANTONE goes chromatic!

All of the PANTONE Textile Colors are arranged chromatically in the PANTONE for fashion and home and PANTONE for architecture and interiors color systems. New colors, larger chips and more chips on each page make the world's most widely used color products a design essential.

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