



THE INTERNATIONAL AUTHORITY ON TREND FORECASTING FOR HOME FURNISHINGS



Trend Album™

A Report on Maison & Objet, January, 2003

Trend Album™

A Report on Maison & Objet, January, 2003



Written by:
Michelle Lamb
Senior Editor of The Trend Curve™

Marketing Directions, Inc.
Tel: 952-893-1245
Fax: 952-893-1264
Toll-free: 1-800-531-6614
www.trendcurve.com

© 2003 Marketing Directions, Inc.

Any reproduction of this publication is a direct violation of Federal Copyright Law. This includes – but is not limited to – color copying or color printing (other than for personal use), any other photocopying or faxing, e-mail distribution of photographs or content, or posting content on the Internet in any way.

Contents

INTRODUCTION	Page	4		
<i>Color</i>		5	<i>Themes & Patterns</i>	51
Neutrals		6	Oriental	52
Browns		9	African Modern	55
Blues		10	Indian Pop Culture	58
Reds		12	Scandinavian Country	61
Oranges		14	Flowers	63
Greens		17	Paisleys	66
Yellows		19	Lines	68
Purples		20	Stripes	71
 			Dots	73
<i>Forms, Materials & Details</i>		21	Classic Motifs	75
Updated Forms		22	Whimsy	77
Wood		25		
Metals		27		
Bamboo & Grasses		30		
Glass		32		
Unexpected Materials & Textures		35		
Fabrics		37		
Leather, Suede & Fur		40		
Dressmaker Details		43		
Stitching		47		
Perforation		49		

INTRODUCTION

Maison & Objet in Paris, France is a trend tracker's dream. Twice each year, manufacturing company and artisan products cover hall after hall with exciting new furniture, home textiles, lighting, decorative accessories, gifts and table top products. There were 60,220 buyers on hand to see it all—more than a 12% increase over the same time last year.

At the January event, there was a celebration of color that resulted in a feeling of joy and energy. At the same time, an exploration of neutrals was in its secondary stage, having emerged just a few short months ago at the September fair. Many companies showed neutrals up front whether they were new or not. Joining them in patterns or in a mix of solids were pales that felt quite complex because of their Gray overtones.

When it comes to style, so much of what is shown at Maison & Objet reflects the opposites of home furnishings décor: Contemporary and Traditional. Yet in the midst of these two strong directions, a reformulation of Global themes was taking place that made this secondary category for move front and center.

Front Cover: Kenzo's take on Oriental

Color



Contemporary Design by Moroso

COLOR

- **Neutrals** provided a countertrend to color:
 - Neutral landscapes came from key stands; they felt warm and right
 - The neutral story was all about tints and how they worked with Off-White
 - Pure White took a step back
 - Antique Lace and Honey Beige appeared frequently
 - The names Sand and Oatmeal were used repeatedly
 - Putty hinted at a return after an absence of many years
 - Ivory was also new
 - Aluminum and Graphite Grays advanced as neutrals and colors
 - Browns and Blues were used as neutrals
 - Black was established



Off-White, Camel and Gray at Lambert

Neutrals



Serge Lesage showed a leather sofa in Honey Beige



At Cote Bastide, a neutral tablescape in linen fabric and creamware

Neutrals



Putty plus tinted neutrals: Driade Kosmo



Shell shapes in linen for the table done in neutrals from Siècle



Tonon's chairs in Yellow-cast Orange, Graphite, Aluminum and White

- **Browns** evolved as they added types and personalities:
 - Deep Brown was shifting from dark Brown Earth to softer Elite Brown
 - After emerging in September of 2002, Camel made inroads
 - Browns of all kinds were absent from spicy combinations



White and Camel in a magnetic frame concept from Presse Citron

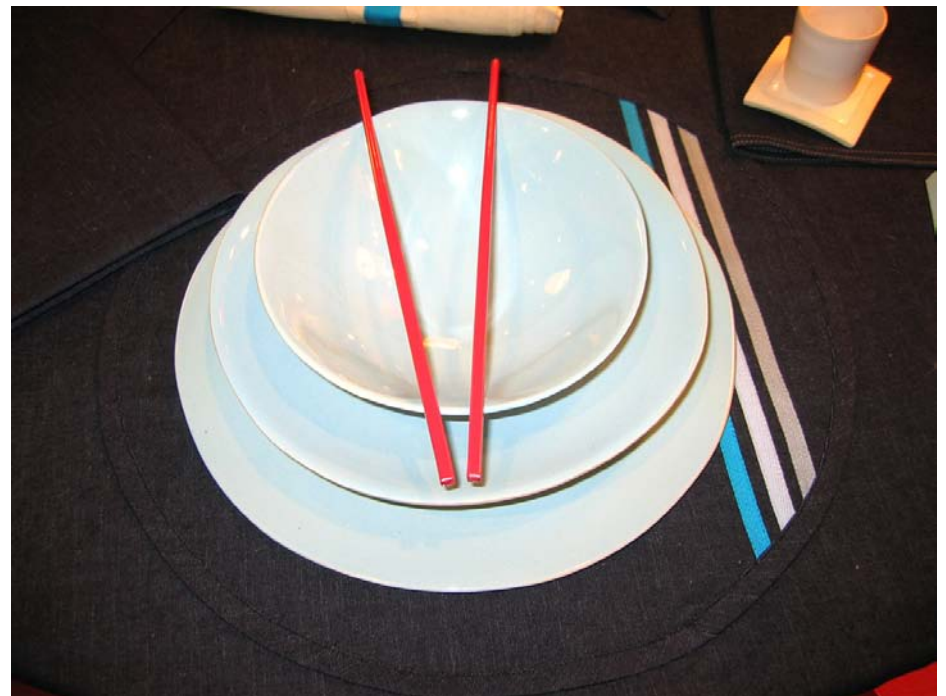


Elite Brown plus neutral in Lambert's stripes and plaids

- **Blues** came in a myriad of types:
 - Complex pale or light mid-tone Blues were used with neutralized
 - Pastel Sky Blue was new in dinnerware
 - Aqua and Aquamarine showed well alone
 - Mid-value Denim types were present but less exciting
 - Turquoise flavors continued but Cobalt inspired Viva Blue looked newer
 - Peacock and Deep Teal moved ahead
 - Navy took a step back



Magis' Aqua plastic chair



Gargantua's Sky Blue dinnerware