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March 2007 / The Latest Scoop \

## NEWSLETTER #163

15 March 2007

Dear Trendease Community,

Greetings design lovers! Warmest wishes to you and lots of creative vibes coming in your direction from a tiny yet immense island. Decosit is wrapping up its invitation only Hong Kong show Friday. Here was an opportunity for upper end textile producers from Europe, Turkey and India to showcase their latest creations. (Lurex applications were a big hit.)

Metallics have been like the new black in both fashion and interiors. Now metallic detailing is stepping up to the plate. In this week's gallery metallic disks are dotting the "i"s on products such as lighting, textiles, and case goods. From Sunanda Halder's starlet inspired bedding to ethnic flare from Morocco, these products are winning the popularity contest.

*This week's tidbits:*

- Product perspective. Trendease was recently speaking with Erik Bondemark, managing director of Swedish furniture brand Lammhults. The way that he and his team look at their designs is thoughtful, "Either sit in a chair or on a chair. We always want people to sit in our chairs." Are your products innies or onnies?

- New buzz phrase: **demi couture**. These are products which are taking on a more commercialized approach.

- "**Hybridity**" is hot. Look for new hybrids: dialogs between old and new, technology and tradition; folk modern; a cabinet with a contemporary body and traditional legs.

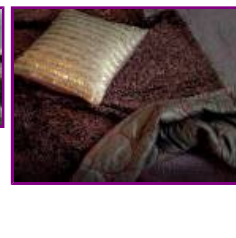
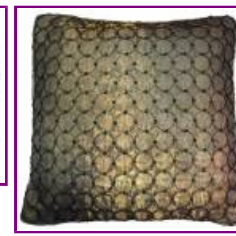
- **Emotional drivers** succeed. According to Niek de Prest be more expressive in descriptions. That color is not yellow, it is mayonnaise!

*Upcoming lectures:*

- April 5th, Home Textiles Industrial Park (HTIP), Shanghai, China.

Cheers,

Jennifer Castoldi  
Chief Creative Director



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