



LINK AFRICA
HOMEWARES EXPORT TRADING CO (PTY) LTD



INTERNATIONAL TREND / COLOUR FORCASTS AUTUMN / WINTER 2003 /4

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Speech to the Craft Partnership Meeting on 5 March 2003

PRODUCT DEVELOPMENT

Twice a year members of the Design / textile / retail / art world “conspire” to agree trend and colour influences which will inspire and influence fashions over the forthcoming year.

The trend and colour forecasts are exhibited twice a year in Paris at an International exhibit called Première Vision. These trends are translated and used by retailers across the world to assist them with new looks and new product developments.

As South Africa manufacturers and Exporters it is important that we are aware of the global trends influencing buyer’s decision making. Product which is developed around the general colour themes and “looks” will be able to merchandise with products sourced and developed from other areas of the world and once in store will form part of a coordinated style and colour theme.

As discussed in my presentation however it is important that the trends are used as inspiration for new ideas and techniques and that we do not use them in a general sense rather than too literally or prescriptively. S Africa has a wealth of design innovation and craftsmanship and where possible these skills should be utilized and applied to create our own S African interpretation of the World colour and trend forecasts.

Attached is a brief summary of each theme, together with key shapes and textiles.

IMPERFECT

Inspirations

Feeding the need for new 21st century aesthetic, this direction is inspired by the two Zen aesthetics of Wabi and Sabi.

Wabi is the beauty found in things simple, imperfect and Natural. Sabi is the beauty found in things worn and weathered with time and use.

Styling

Comfort and simplicity are key for all product types. Look to surface finishes that create soft, airy volume to produce fabrics that are lighter in weight and which combine discreet technical applications and finishes for Ease, Comfort and Warmth.

- ? Gentle curves
- ? Unconventional / natural shapes
- ? Open structure cloths, eg, linen, hems
- ? Humble / simple styling
- ? Natural imperfections
- ? Simple detailing
- ? Worn and weathered surfaces
- ? RE thinking. re cycling materials
- ? Pure , uncluttered / decorated shapes
- ? Surface texture ceramics and textiles.

Colours

A subdued and diffused story where surface and touch define the palette. Contrasts of hard with soft, Rough with smooth, dark with light.

Colours blur and merge with one another.

Key Colours;

- ? Soft Grey / Greens. Mist, string, Eucalyptus.
- ? Soft natural tones, Chestnut and pebble.
- ? Highlights. Soft plum and Lillac.

TRADITIONAL (TRAD)

Influences

An odd and idiosyncratic mix – a celebration of edgy elegance combined with refined objects using an educated and refined eye. Each object seems to be waiting to tell a tale of the past.

Traditional, seemingly old fashioned elements are re worked.

Styling

Traditional designs reworked in a contemporary way, including opulent jacquards and embossed flocking detail.

- ? Worn
- ? Ornate
- ? Beaded
- ? Hand stitched / crochet
- ? Distressed fabrics to give worn / aged appearance.
- ? Delicate
- ? Old. Lace
- ? Jacquard weaves
- ? Burnt out velvets
- ? Elaborate / corded fabrics
- ? Braiding
- ? Fringes
- ? Tassels.

Colours

Colours of yester year. Worn down, made to look used and old.

Key Colours:

- ? Dark and mid tone greys. Solid and with pearlised effects.
- ? Browns and antique bronzes and Gold. Lustre
- ? Admiral / Royal Blue
- ? Burgundy, Rich reds.
- ? Imperial purple.

ABSTRACT

Influences

A minimal approach to interiors has altered and transformed by placing together an accumulation of strong colours, decoration and an eclectic mix of products.

This encompasses the desire to explore and look at the world. Diverse ways of living. Explore cultures, mix and bring them together. Freedom.

This is a very good theme in which to bring in African Culture and traditional textile cloths. Mix African mud cloths with stripes from Morocco!

Styling

Over scaled. Big with small

Witty. Humorous

Eclectic

Individual

Positive

Collections. Stacking objects

Decorative

Colours

Brights ,Bold flashes of colour. Contrasts.

? Vermillion Red

? Cadmium range

? Imperial Purple

? Raisin

? White

? Pale Ochre. Yellow / Gold.

? Cerulean Blue (turquoise)

? Celadon green / Grey.