

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

April '21 Issue

ABSTRACT THINKING

ACCESSING FINE ART

The latest digital innovations to know about

SPICE ROAD

We explore the key elements of this evolving mood

THE POWER OF RH

Why this powerful reinvention has been so successful

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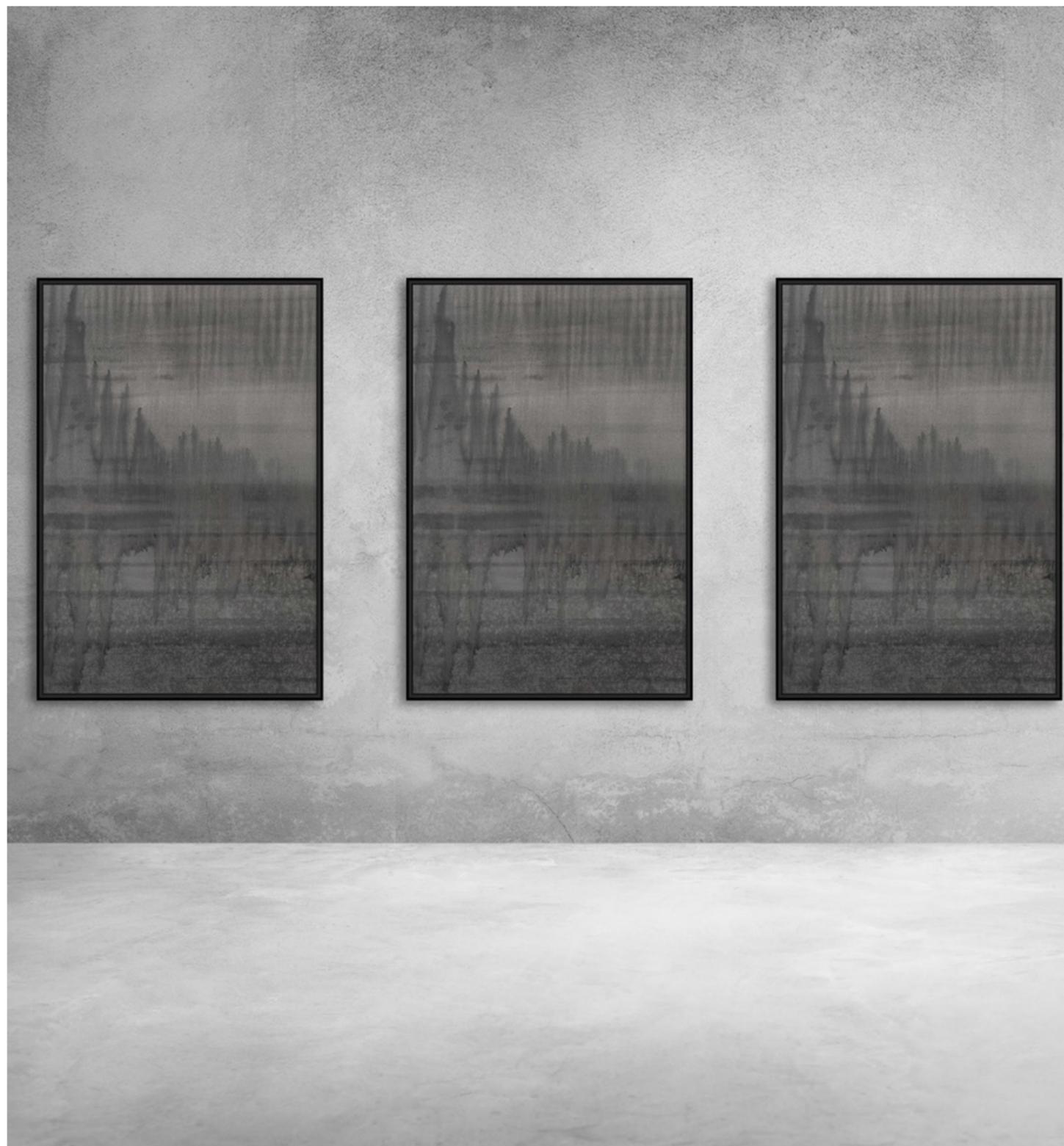
TRADE FAIR: STOCKHOLM

A focus on the key workspace trends from this year's Stockholm furniture and lighting fair.

8.

THE SPOT: TOP 8

Eight interesting items we've spotted this month and why they are worth considering in a broad sense.



Editor's Note

This issue of "INSIGHTS AND OBSERVATIONS" is our biggest ever and we're thrilled to share our observations and insights across a variety of subjects this month.

We are passionate about providing clear, actionable information to the global home lifestyle, furniture, homewares and interiors market. We see one of the biggest challenges for the market today is the ability to clearly assess what is true and real when it comes to trend. Snippets of information don't always provide the clear or holistic picture of what the meta movements are in terms of mood, colour, shape, pattern and material. Whilst our Signature Forecasts address all these points in detail, the focus of our monthly update is to provide real time information on the key aspects we have observed in the past month - as well as our insight into what they mean for you.

This month we share observations on new innovations in the digital fine art space. We highlight the movements in shape from the Stockholm Furniture and Lighting fair, and focus on an evolving mood named "Spice Road". We also offer our insight into abstract patterns and neutral tones. I am particularly excited to share the success of RH and explain our insight into the reasons this retail concept is so successful. Finally our top 8 column shares our thoughts on individual products the team feel are important from Maison et Objet, New York Now plus a variety of other influencing events.

I'm also thrilled to confirm that the contents of this issue will also be released in our inaugural monthly I+O webinar with our special guest, Tamsin Nugent from Red T Multiples.

ON THE COVER

["Boxing" by Anna Spakowska](#)

Courtesy of Red T Multiples

THIS PAGE

["Paper 1" by Hu Qinwu](#)

Courtesy of Red T Multiples

Accessing Fine Art

Meet our montly innovator: Tamsin Nugent of RED T MULTIPLES

Tamsin Nugent is a wild spirit at heart. Born in Hong Kong and educated in Oxford, Tamsin was raised by passionate, cultured and creative parents who instilled in her a love of Asia, and a desire to explore the extraordinary.



To further her studies Tamsin chose an adventure in China where she studied Mandarin at the People's University in Beijing. Whilst she loved and appreciated art, her innate artistic passion was music. She was drawn into the underground music scene in Beijing, inspired by creatives who were not only musicians, they were emerging writers, poets and artists.

Her desire to forge her own way into the industry saw Tamsin establish RED T in 2004. She found herself working with major music and art events across Asia, all the while way representing emerging artists. "I knew I couldn't compete with the major galleries and represent well-known artists because I didn't infrastructure to support them. However I did know that I wanted to create a platform for emerging artists. I decided that my definition of success was to be a stepping stone for great new talent who could then move on to create a worldwide name for themselves. In return for launching the emerging artists onto a global stage, I could select pieces of work from them to curate my own collection of art."

Tamsin Nugent is revolutionising the way people can access fine arts to their own specification. [RedTMultiples](#)

Tamsin soon realised there was a great deal of interest in affordable art all around the world and that emerging artists were in demand. She developed an art fair concept where she would meet artists in small villages and towns throughout China and then present their art to the world. "We held an art fair in Beijing displaying 350 pieces of work. We sold around 70% of the collection, and I started tracking which artists were selling the fastest and with the most volume. It all grew from there."

After spending a few years in Melbourne in a role as Director of Art Melbourne, Tamsin created a concept that would bring together her passion, contacts and expertise. "I realised that Red T had to focus on the high volume, innovative art world. The result is Red T Multiples - an online ecommerce platform," explains Tamsin.

—Journey to Xiamen 1 by Tony Scott Right



"We make fine art accessible to everyone. It's no longer a choice between fine arts or production prints."

Red T purchases original art from emerging artists who sign a licence agreement that allows customers to get direct access to digital versions of their artwork. The concept has numerous applications. For the consumer, they have the ability to select from a carefully curated collection of emerging artists – and have a piece of art printed to suit any dimensions. The art is printed to order, rolled in a postal tube and sent out within six weeks.

For retailers, the scope is immense. The technology will be available via a touch screen, so retailers can offer their customers a platform where they can order fine art by named artists in limited editions, in sizes that suit their individual requirements. The artists can be curated into collections that suit the retailer’s design stories, colours and patterns - in line with seasonal themes.



RED T Multiples can scale from large commercial projects to specific residential usage.

—Night by Ophelia Jacarini Above



RED T Multiples is also passionate about circular economy. Later this year up-recycled hotel sheet canvases will be available as a base for Red T Multiples —360 Canvas

Importantly, every piece of art ordered on the platform is a limited edition - the original can only be reproduced 100 times. “Our best practice model means we only make to order. We currently print all art orders on beautiful paper - a stunning medium that is biodegradable. And we have developed our fully sustainable ‘360 canvas’ made from upcycled bed linen from the hospitality industry.” This option will be available online in late 2021.

Red T Multiples brings affordable fine art from emerging artists to the global community. With prices starting at around \$400 and prints cropped to your specification, this innovative platform is set to shake up the art and interior design industry worldwide.



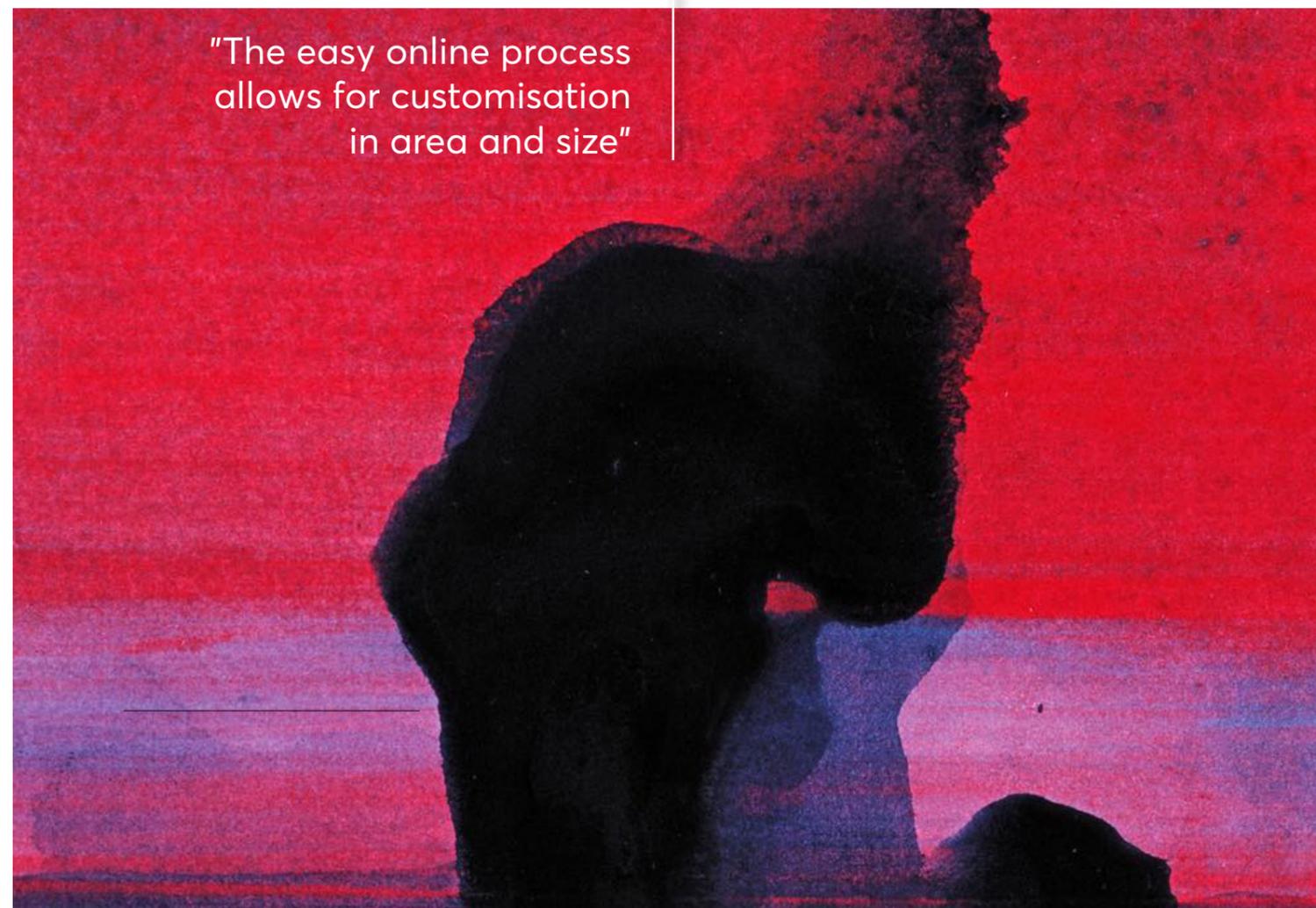
Our Forecast

We expect that an explosion of personalisation will evolve in the home furnishings sector over the coming 3 years. Technology will lead the process and innovators, like Tamsin, will be the pioneers of exciting opportunities for interior designers and leading retailers.



Red T Multiples is passionate about helping emerging artists to show their talent to the global market.

- Pinkish by Guan Yi Above
- Wisdom by Guan Yi Right
- Hong Kong Highs by Szabotage Left



“The easy online process allows for customisation in area and size”

Spice Road

Travel has come to a temporary halt in these troubled times, but the desire for sun drenched exotic locations has never been stronger. The mood "Spice Road" is a romanticised designer exploration of this Moroccan aesthetic

The Spice Road mood is both exotic and dramatic. High contrast palettes, fabrics, and patterns ensure an unrestrained freedom between pieces. Naïve artworks combine with detailed motifs in a harmonious marriage. The mood can also be achieved in monochromatic tones.

Feature colours are shades of turmeric & chilli with a cool mint, anchored by cobalt blue. Intricate wood, mosaic pieces and hand painted fabrics capture the mood.

Forecast:

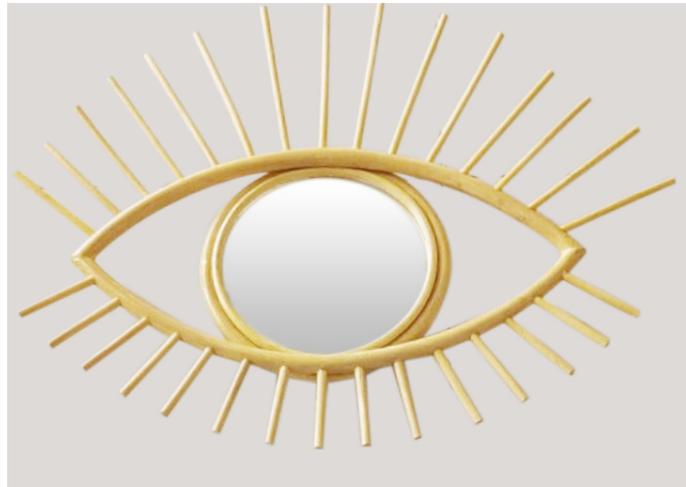
We expect this summery expression to maintain a strong velocity through 21/22. It is a perfect vehicle for romantic styling including multi layers of contrasting texture and pattern

—[Sunbella](#) Below Left

—[Hunter Nomad](#) Below

—[Crate and Barrel](#) Lower Below

—[DSE Visualisation](#) Opposite Page



"This playful expression with an Escapist aspiration, is gently evolving into a popular mood"

The primary finishes that we expect reflect this striking and exuberant mood are:

- Moroccan mosaic patterns
- Deconstructed protraiture
- Distressed oak
- Watercolour ombres
- Cotton shag
- Limewash stucco
- Shot weaves

Primary Finishes

Apart from these primary finishes, there are an additional 5 palette variations and 3 seasonal accents.



Our Trend Intelligence Analysis

Aspiration	Escape / influenced by Playful
Aesthetic	Romantic
Structure	Feminine
Energy	Youthful
Cycle	Evolving
Viability	4/5
Velocity	4/5

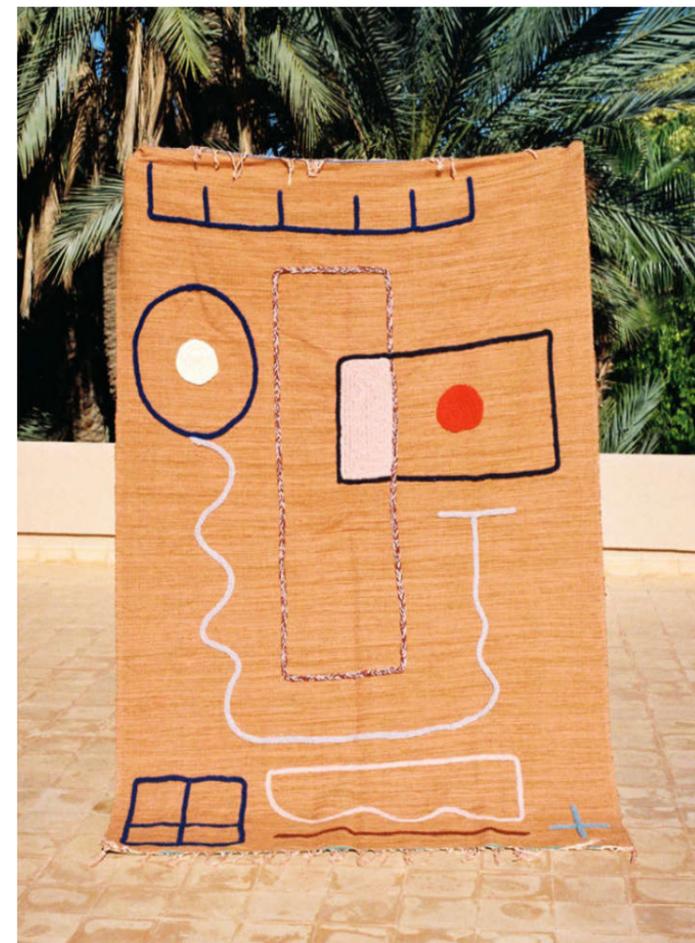
If you'd like to learn more about how about how our Trend Intelligence System can help your business book a call with Michael, our CEO by clicking the link:
[**BOOK A CALL WITH MICHAEL**](#)



— [Still Life-Marie Homer Photography](#) Top
 — [LRNCE](#) Bottom



— [Habitat UK](#) Top
 — [Fahredin Kosumi](#) Bottom



Get more information and deeper detail on this months issue

Our April Insights and Observations Webinar

This month our April Insights & Observations Issue comes ALIVE with a FREE 40 minute Webinar.

Michael's special guest is Tamsin Nugent of Red T Multiples - our featured Innovator.

Michael and Tamsin will discuss the revolutionary platform that Tamsin has created along with a deep dive into the key elements of this issue.

AUSTRALIAN SESSION
1:00 pm THURSDAY 29 April 2021

USA SESSION
4:00 pm EDT THURSDAY 29 April 2021

[Click here to register for the USA Webinar](#)

[Click here to register for the AUST Webinar](#)

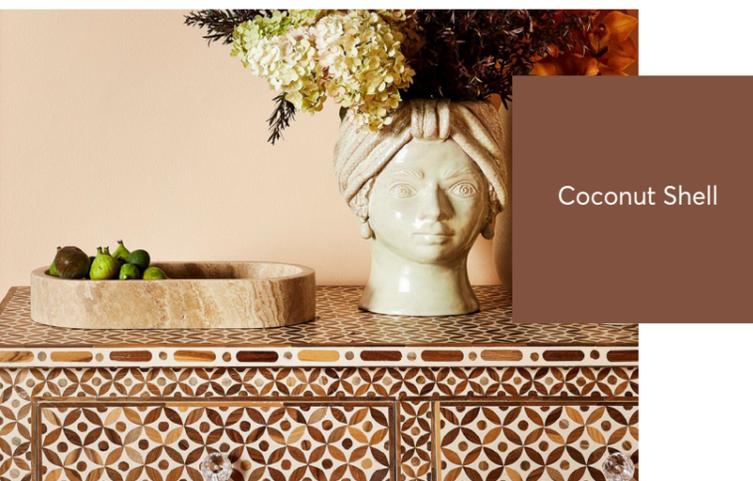


New Neutral Hues

Colour Insight

This month we explore part of our 22/23 Colour forecast with a focus on what's happening within Neutral Tones.

Neutrals form a timeless foundation. Honest and with many undertones, their deep hues are rich yet grounded. Their spicy tones are uplifting and energetic, whilst the soft and discerning shades are gentle and elegant. Neutrals underpin all of our Trend Intelligence quadrants. With their varying hues, they are the steam engine for a palette and are used to create a sense of serenity.



Our forecast features four new Neutral shades - Sheepskin, Cassia, Coconut Shell and Toasted Almond. We also introduce three softer and more peaceful hues, alongside three fresh and more lively tones of neutrals. Sheepskin Toasted Almond, Cassia and Coconut Shell are the core hues, the first two being more tender shades whilst the last two are more grounded core colours.

Neutrals are perennial and always important. Their significance is their ability to layer and be adored for their ageless quality.

At MC&Co Trend our approach to colour is very different. We look not only at the emerging forecast tones - our Trend Intelligence System highlights and explains which Style Quadrant each of these tones are best used in. We also share the maintaining tones that are equally important when creating highly responsive colour palettes. We explain more about this on the following page.



— [H&M Home](#) Top
— [Fenton and Fenton](#) Bottom

— Myka Design This Page

"Neutrals are perennial and always important"



Trend Intelligence

Style Quadrants Explained

Whilst there are four forecast neutrals for 22/23, there are 18 Important tones that can be confidently utilised. To gain the highest impact, our research shows that it is crucial to consider the "approach to life" of the target client or customer. Our Style quadrants show which tones are best to use and showcase how shapes and materials collaborate to achieve focus.



MATURE /FEMININE

This quadrant reflects a sense of arrival and often considers an approach to life and interior decoration as being;

- Paired Back
- Soft
- Confident
- Accomplished

MATURE /MASCULINE

This quadrant suggests the approach to lifestyle and interior decorations as;

- Balance
- Relaxation
- Sophistication

YOUTHFUL/FEMININE

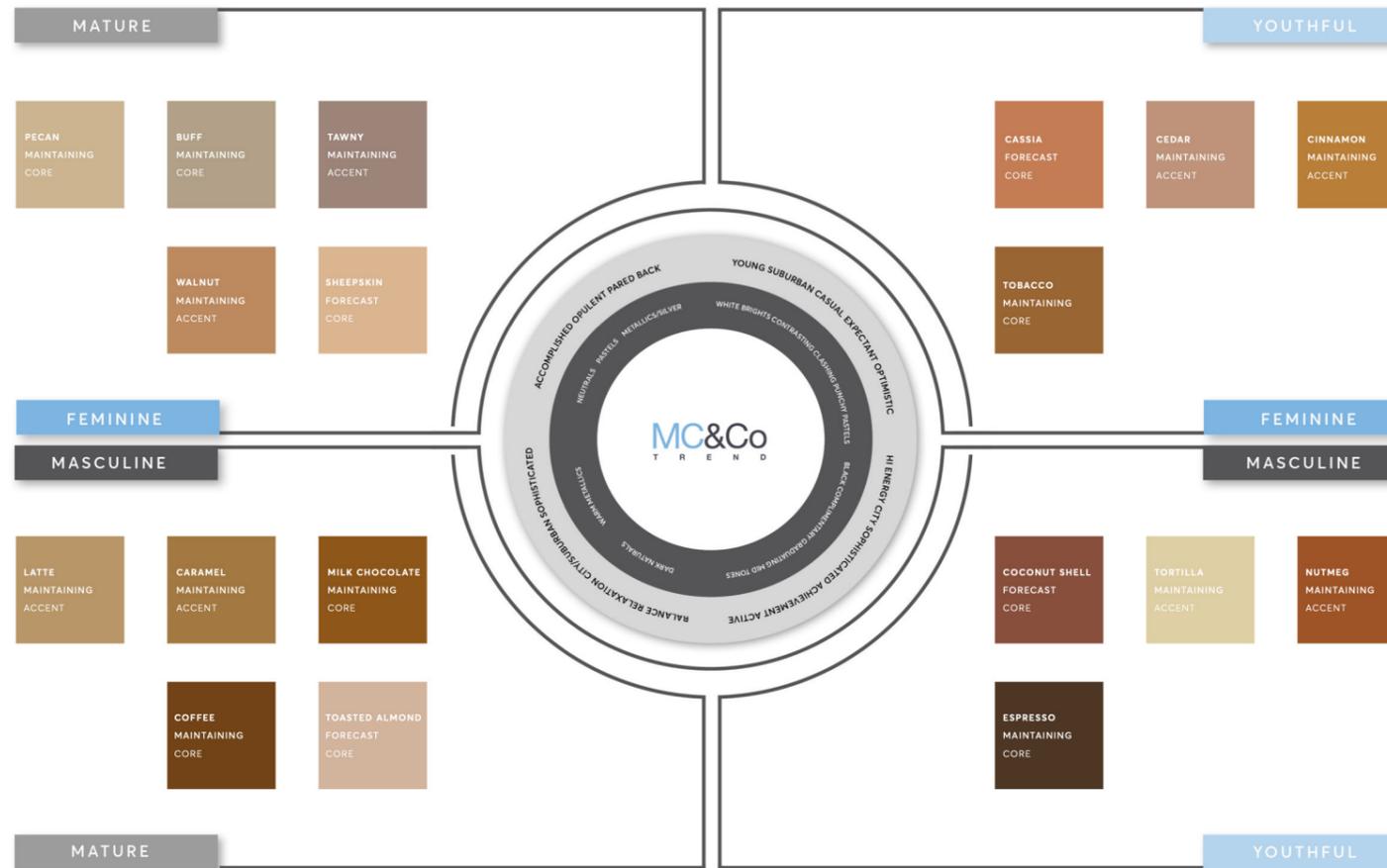
An audience within this quadrant approaches life and interior expressions as;

- Young
- Vibrant
- Suburban
- Expectant
- Optimistic

YOUTHFUL/MASCULINE

Within the Youthful/Masculine style quadrant, the approach to life and interiors are;

- High Energy
- Sophisticated
- Achievement Orientated
- Active



— [Zara Home](#) 1st Top
 — [Amber Lewis for Anthropologie](#) 2nd Top
 — [Calligaris](#) 3rd Top
 — [Mantas Ezcaray](#) 4th Top

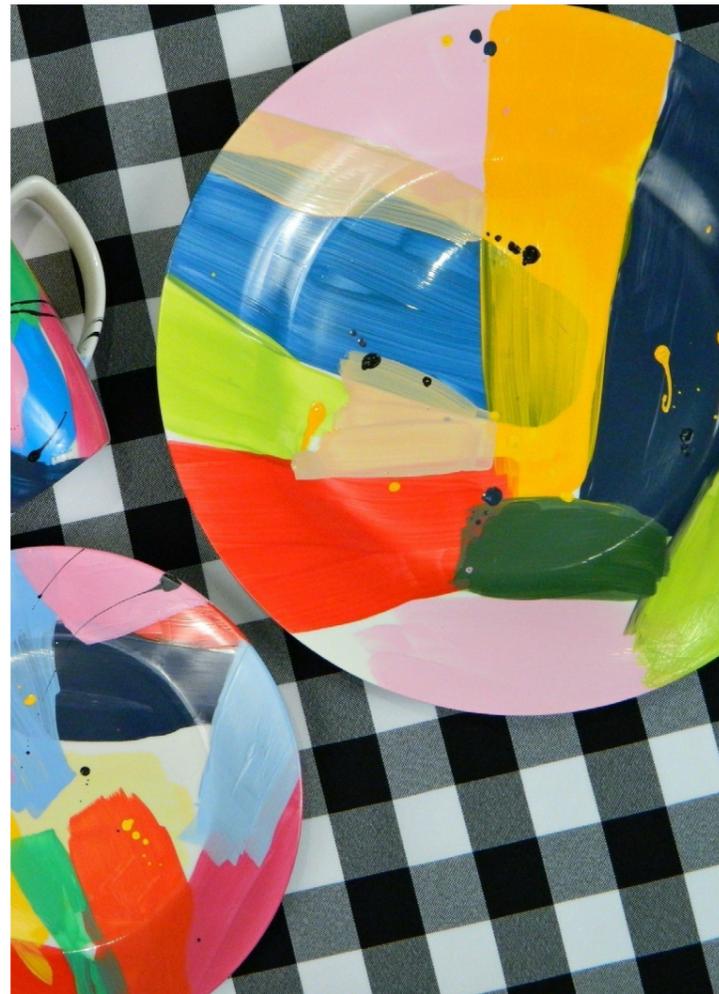
— [Alinea](#) 1st Bottom
 — [CB2](#) 2nd Bottom
 — [Faina x Yakusha](#) 3rd Bottom
 — [Island Luxe](#) 4th Bottom

— [Object Style](#) 1st Top
 — [CLO Studios](#) 2nd Top
 — [Fenton and Fenton](#) 3rd Top
 — [B et B Italia](#) 4th Top

— [CB2](#) 1st Bottom
 — [CB2](#) 2nd Bottom
 — [Calligaris](#) 3rd Bottom
 — [Crate and Barrel](#) 4th Bottom

Pattern: Abstracts

In this issue we look at the rise of abstract patterns, not only in fine arts but also in home accents and accessories.



Abstract patterns express their creativity by building a visual experience that is free and unencumbered by the weight of objects. Incredibly stimulating, abstract patterns can be calm and graceful and also sharp and defiant. We see abstract patterns applied in varying scales and proportions in 22/23.

— [John Booth](#) Left
— [Mark Montano](#) Bottom

We [forecast 12 emerging abstract styles](#) that will be important to consider in the coming years. The key factor across all 12 is the strength of highly graphic interpretations. From bold graphics with strong movement to soft, flowing forms, abstract patterns will continue to be used vigorously in both soft and hard goods. From lampshades to vases, abstract patterns can hold a playful and joyful aspiration in the youthful style quadrants.



Abstracts on Product



1

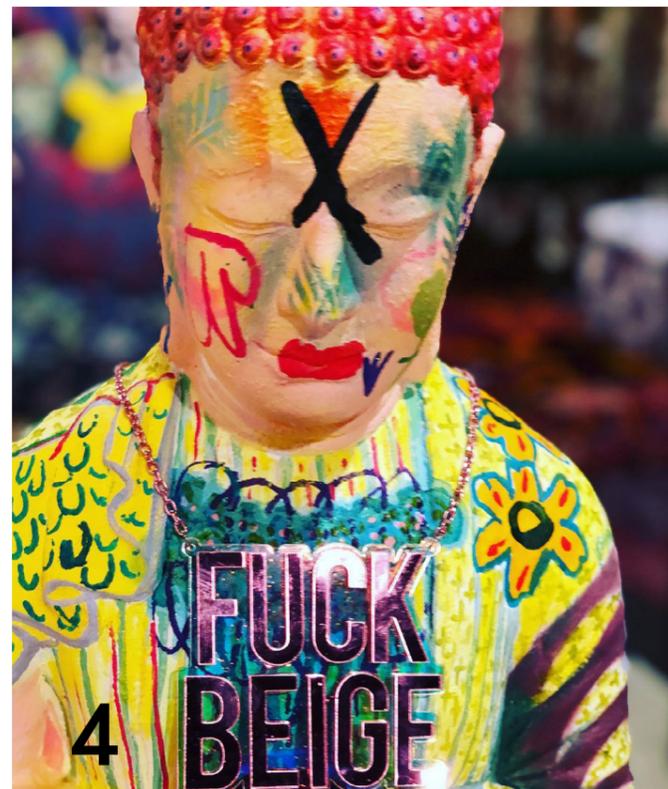
1 Kerrie Brown
2 Omar Gunes
3 Design Legacy by Kelly O'Neal



2



3



4

4 Design Legacy by Kelly O'Neal
5 Alrice
6 Kerrie Brown
7 A Kailo Chic Life



5



6



7



8



9

8 Etsy
9 Design Legacy by Kelly O'Neal

The Power Of RH

Retail Insight

What happens when a business reimagines its offer with a clear and focused vision and aligns to a singular community with passion?



RH take the essence of the spindle chair and make it their own via this non-binary structured outdoor chair. [Cala chair](#)



Bold Graphics printed on a grounded textile are perfectly matched to the Style Quadrant that RH are masters at expressing.

I remember when I first started travelling to the United States to seek out the best of the best when it came to furniture, homewares and interior design - there were many absolute "must see's" as I traversed shopping malls and design destinations. In those days (I'm talking mid 90's) Restoration Hardware was one of the absolute 'must sees'.

I recall being mesmerised by the treasure trove of 'Renovators Delights' throughout the store. There was an exhaustive number of American traditional hardware fixtures mixed with paint, towels and French inspired furniture. For me, Restoration Hardware was an inspiring brand in the same stable and Crate & Barrel and Pottery Barn.

Fast forward a couple of decades and the updated RH is really in a league of its own and it's probably the global retailer I admire the most. The concept is now a completely reimagined vision for home and lifestyle retail which owns an aesthetic, knows its community and understands the importance of timing when it comes to product. I give them 5 stars!

The global markets are admiring this powerhouse brand too. In a recent article by Carley Olsen for [The Business of Home](#), Carley outlines that RH has only been outperformed by Tesla in terms of impact. It's a great read and I recommend it to you.

I know why the resurgence of RH has been so successful. There are many contributing factors but there is one clear and salient point. The key is a passionate (almost unhealthy) commitment to and obsession with a commercially differentiated singular, focused vision.

On the following pages, we explain the RH success through our Trend Intelligence System.

"The key is a passionate, almost unhealthy obsession for a commercially differentiated, singular focused vision"



RH reflected through our *Trend Intelligence*

Our passion at MC&Co Trend is to inspire our clients to achieve the 'exceptional' in all channels. Although we are showcasing a top tier retail concept, the principles applied by RH can be transferred to any market level. There are four key elements that we prescribe within our Trend Intelligence System that clearly demonstrate the power of a singular, disciplined vision.

Retail Insight



RH's new collection balances all 4 crucial elements with perfect discipline for their Community, Aesthetic, Style and Timing.

— *Pavona Lounge Chair Top*

— *Caicos sectional Bottom*



RH knows its Community

The aspirational segment that RH speaks to is a hybrid between ORDERED and GROUNDED, which means that they know the emotional aspects that drive their customers toward a structured and strategic personal reflection, with a desire to create a calming and relaxing haven.

RH stays true to its Aesthetic

The brand reflects the essence of Classicism, which to me means a focus on proportion over price, simple finishes over fussy interpretation and neutral palettes over high colour. Overall their classic approach means RH products will endure on "the eye".

RH understands its position in the Style Quadrants

Within MC&Co Trends' style quadrants, RH sits in the Masculine Mature area. This means that their style is focused on creating sophisticated relaxing environments that reflect balance with a meditative quality.

RH knows its place on the Trend Curve

The brand knows that its best trend position is to focus on slowly emerging styles balanced with enduring elements. It does not focus on fad high velocity trends.

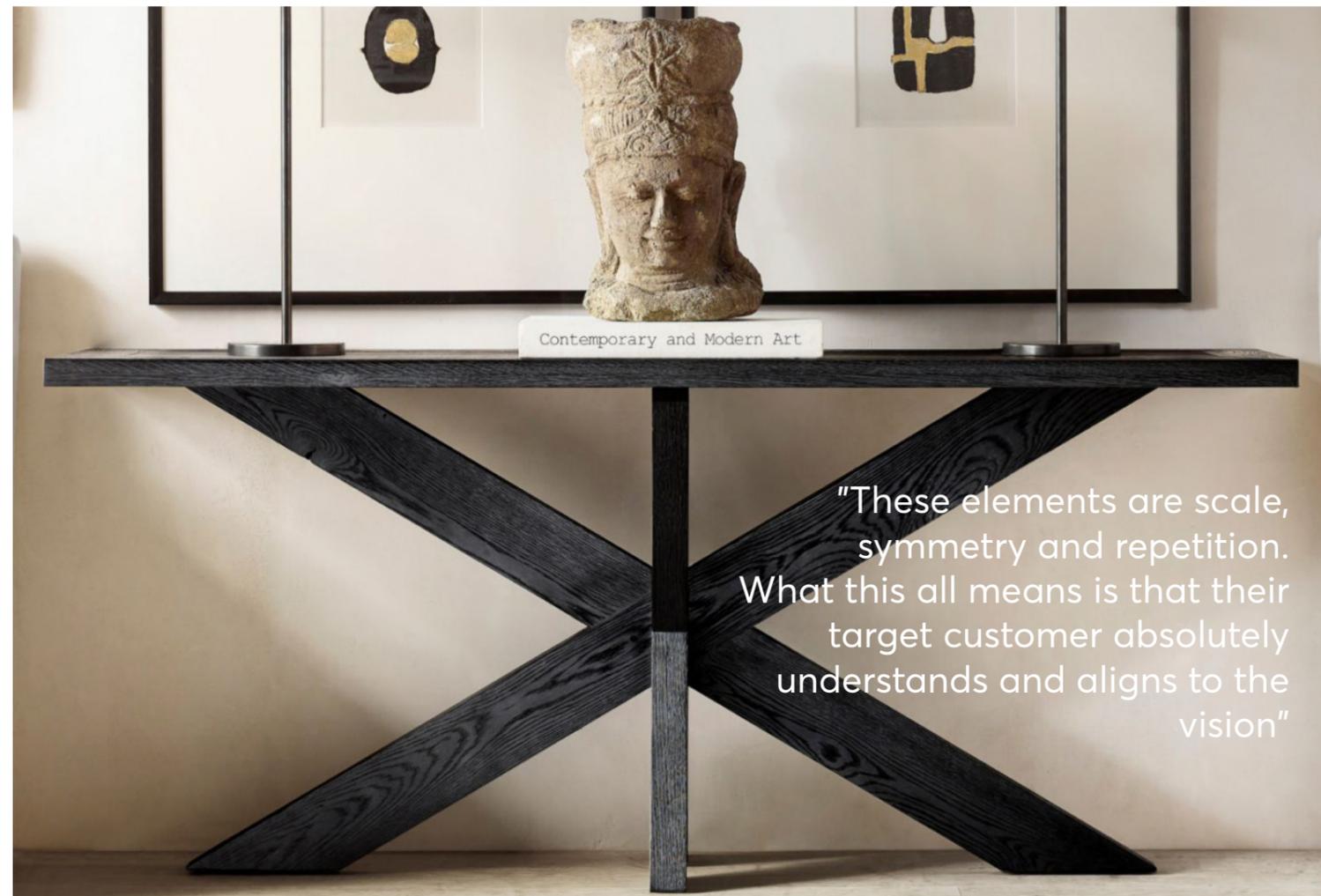
What's more....

RH has an obsession in visual presentation that creates its own signature. These elements are scale, symmetry and repetition.

What this all means is that their target customer absolutely understands and aligns to the brand. Powerful, confident statements always open hearts and wallets at any market level.

If you would like to understand more about how and why this works so well, book a free call with me and I'd be happy to explain the simple yet effective process.

[Book a call with Michael here.](#)



"These elements are scale, symmetry and repetition. What this all means is that their target customer absolutely understands and aligns to the vision"

Trade Fair:

STOCKHOLM

"Soft Office"



A continuing increase in Curvallinea shapes was evident in this board room setting by [Offecct](#)



Soft curves mix with hard lined structures in this lounge-inspired Pod system by [Vitra](#)

Like many of the world's Trade Fairs, the physical edition of the 2021 Stockholm Furniture and Lighting Fair was cancelled this year. However, a digital version of the event was created. The dedicated team at MC&Co team spent several days in front of their screens to identify the key messages for the variety of exhibitors who took up the challenge to engage in online trade fairs.

Although there were many examples of the minimal Northern European aesthetic, the most important common theme was the continuing rise in Non-Binary structures. We discussed this balance of strength and softness within emerging forms in our December Webinar and the movement continues to grow.

As workspaces need to adapt to a new, post-pandemic layout, the trend towards open spaces needs to now be balanced with a requirement for "protected open plan". Sofa-style pods with small pivoting work surfaces reflect the growing movement towards microburst concentration periods that are complemented with reflective, meditative spaces for rejuvenation.

We assessed an overall maturing of colour palettes. Shown here are the more neutral expressions as a link to our colour focus this month. In summary, we assessed a softening in both form and the office culture that we have called 'Soft Office'.

We explore the Soft Office in greater detail in our Insights and Observations webinar on April 29.



"Micro burst concentration is now balanced with reflective, meditative spaces."

Bull rings feature on this ottoman by [Bla \(Blue\) Station](#). Chillout spaces with natural light and aspects continue to soften working environments.

THE SPOT

MC&Co Trend spot the most important elements from leading designers each month.



[Bang Universe](#)

Cardboard Creations

At the Stockholm Furniture and Lighting fair, we were struck with the form, colour and material of this occasional table. The demountable form is made from recycled cardboard and is finished in a high colour, high gloss with a challenging graphic.

There are three important elements here. 1.Diagonal Stripes, 2.Recycled materials reimaged and 3.Curvalinear shapes.



[54Kibo](#)

African Design

Spotted at New York Now, these concentric woven forms create a halo around a bulb. This pendant is important because it reflects three key movements:

1. A return to artinsial representation. 2.A mature colour palette on a playful design and 3.A focus on Fair Trade.

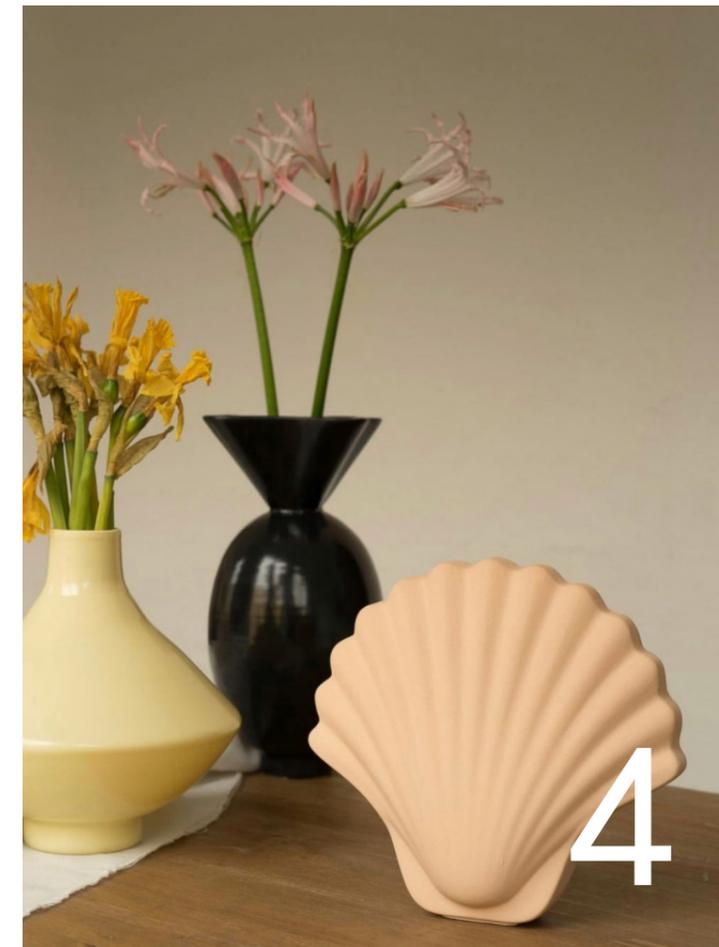


[Zone Denmark](#)

Stylised Sanitation

We were impressed by this wall mounted pump dispenser that we spotted at New York Now earlier this year. We are learning to live with continual personal sanitation in work and living.

We can expect to see more focus on stylish dispensers.



[Los Objetos Decorativos](#)

80s Returns

We've been highlighting a forward movement from Mid Century Classics for the past year; especially focused on the 70's. This collection of vessels reflects the colour, shape and texture of 1980's shapes - most importantly the shell vase.

Keep an eye out for an increased velocity in 1980's iconic designs across both furniture and home goods.



5

[Affari Of sweden](#)

Wall Vases

We spotted these stunning wall vases at Maison et Objet. As the Grounded Aspiration grows globally we expect an even stronger focus on plant life - either in fully grown or cut specimen applications.

Watch out for more mixed vignettes in both masculine and feminine structure.



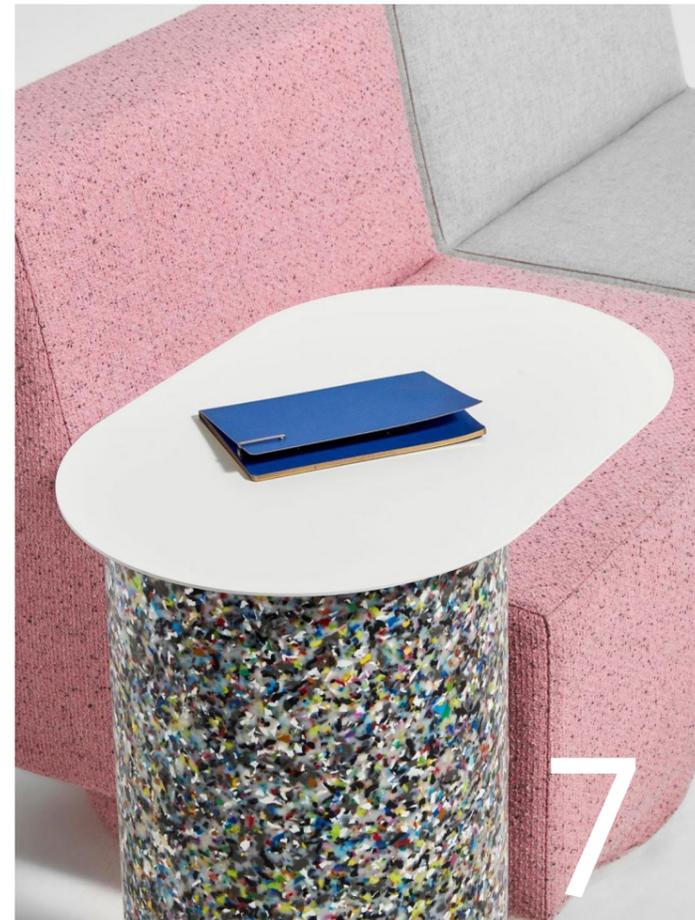
6

[Tatie Lou](#)

New Bouge

We have been forecasting a resurgence of contemporary Art Nouveau themes. This fringed Tiffany styled lampshade and graphic cushion are excellent examples of a mood we call "New Bouge"

Expect to see more reinterpretations of this Romantic Aesthetic.



7

[Design by Them](#)

Confetti Recycling

Celebrating the beauty of 100% recycled plastic, we spotted this unique pill shaped, multi functional side table. Each piece is unique.

Keep an eye out for more unique expressions of recycled materials as sustainable production continues to become more commercially acceptable.



8

[Chef Deco](#)

Gym Art

A combination of recycled materials and home exercise perfectly reflects the current covid mood. These artful, practical and sustainable products were spotted at the recent Stockholm Fair.

Get ready for an increased focus on functional art.



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— [Red T Multiples](#)