

M C & C o

T R E N D

INSIGHTS & OBSERVATIONS

May '21 Issue

THE GROUNDED ISSUE

BRUTAL REFINEMENT

Designer focus of Yakusha x Faina

GROUNDING NYC

We explore the aesthetic of RW Guild

KINFOLK CHRISTMAS

A conscious celebration



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THE SPOT: TOP 8 GROUNDED

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



"ASPIRATIONAL segments are not defined by usual marketing parameters. Aspirations are not determined by age, income or geography. They reflect a desire to find identity through personal expression."

Editor's Note

Welcome to our May Insights and Observations Issue. This month we explore one of the most significant Trend influences 2021 and beyond – The Grounded Aspiration.

Understanding the movement in 'Consumer Aspiration's is one of the most important aspects of assessing macro trends. These Aspirations are one of three aspects in our Trend Intelligence System and MC&Co. They help us to be incredibly accurate in our forecasts. So what do we mean by Aspiration? Simply, this is the emotional connection to the way in which consumers wish to be perceived in the way they express themselves - in their home and with their lifestyle. There are six Aspirations:

ORDERED
OPULENT
GROUNDED
ESCAPE
NOSTALGIA
PLAYFUL

All interior moods and expressions can be reviewed and forecasted within this framework. The movement of styles within these Aspirations is what is crucial to understand. Our research focuses on this aspect. Over the last five years, this GROUNDED aspiration has increased in focus across most designers and media. We have talked about it consistently in our webinars and in this issue we take a deeper dive into the emotional connection and look at how this Aspiration is being expressed within the home - from emerging designers to trade fairs and seasonal reflections. The GROUNDED Aspiration is influencing the five other Aspirations in a number of ways.

I hope you enjoy the issue and much as the team here at MC&Co Trend have enjoyed creating it.

Michael

ON THE COVER

[Milicia Kolaric](#)

THIS PAGE

["Golden Villa" by Yana Prydalna](#)

The Grounded aspiration

There is a global movement making its mark across all Aspirations and aesthetics. Its impact is significant, and far deeper than just a desire for the decorative. The Grounded Aspiration is founded on emotional connections. It speaks to the soul and reflects a heartfelt search for a more considered, slow and meaningful lifestyle that is grounded to the earth.



Above: [Isabelle Marant](#)
Below: [Scorpios, Mykonos](#). Styling by [Annabell Kutucu](#)

"A true trend rather than a whim or passing fad," explains Michael Cleghorn of MC&Co Trend, "the Grounded Aspiration is at once new and now, ancient and timeless, with a core desire to return to the truth. Showing more significant growth than any other Aspiration, and its influence is making its an impact in strong and subtle forms. With almost double the influence over any other trend, this powerful consumer pattern will continue to rise, and drive global style and mood into early 2022 and through to 2023."

At its core, the Grounded Aspiration is driven by a desire to find a balance between being plugged in, and unplugged. The search for self is inspired by a more earthy, spiritual and healthy lifestyle where there is meaning and connection. Value is placed on authenticity and artisanal-inspired products, and these brutal, organic and natural elements can be seen in interior design trends, furniture trends, homeware trends and lifestyle trends.

The Grounded Aspiration is not age, gender, culture, demographic or psychographic specific. The movement rebels against a world dominated by screen time and urges us to unplug from technology and the digital invasion of every aspect of our lives. To be still and silent, to have the space and time to think, or not think, and to just be. There is a sense of spirituality that reflects back into the self.



"The most significant evolving Aspiration, the one that is showing the most significant growth, is GROUNDED- This is a true trend, not a whim."

Michael Cleghorn

Being 'Grounded' engages us in more natural pursuits - yoga, pilates and meditation, veganism and vegetarianism. The wanderlust is present with a desire for travel, adventure and exploration. Visually, there is a softness and earthiness, with a refined edge. Soothing tones, warm hues, textured woods and abstract patterns emphasise this movement that starts with simplicity and explores artisanal and tribal techniques.

Lifestyles and homes reflect this Grounded Aspiration - indoor plants, vegetable gardens, farmer's markets, natural remedies, fair trade, slow cooking, repurposing and recycling, sea changes and tree changes. This movement speaks to a millennial attitude, an awareness of sustainability for our planet. Younger generations are teaching the older generations about new ways of being, encouraging parents to reduce waste and exploring a more natural lifestyle. The generation gap narrows.

Home is a haven, a sanctuary that protects the physical, mental and emotional self from external forces to create a reconnection with the soul, and the earth. Organic fabrics and materials are leading the way as a representation of our deep need to make an impact on sustainability. A neutral palette with layers of texture creates an earthy feel, with hand knitted wool, rattan, wicker, sheepskins, leather and stone. The Grounded Aspiration draws on an eclectic mix of designs and makes an impression on all styles and aesthetics, from tribal to opulent, from mid-century modern to Kinfolk cool, and from Tuscan farmhouse to more contemporary designs.



Above: [Helena Rohner](#) Below: [Kinfolk Photography](#)



Above: [Cecile Daladier](#) Below: [Kendra Smoot](#)



Above: [Woods](#)
Below: [Glenarty Road](#)



Above: Unknown
Bottom: [Shackpale Rituals](#)



Get more information and deeper detail on this months' issue

Our May "Insights & Observations" Webinar

We had such positive feedback from our April Webinar, we've decided to host another one!

Michael and Linda (USA broadcast) will explore and discuss the deeper opportunities with the Grounded Aspiration.

AUSTRALIAN SESSION
1:00 pm AET THURSDAY **JUNE 3** 2021

USA SESSION
4:00 pm EDT THURSDAY **JUNE 3** 2021

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

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



Talking about the GROUNDED Aspiration, Steve and I took the sea/tree change leap to the Northern Rivers of New South Wales over 8 years ago. We love to unplug from the digital world with Oscar, our pup...

who constantly reminds to live in the moment.



Linda Simpson, our USA partner, will join Michael and Steven at the USA webinar.

Brutal Refinement

Designer focus: Yakusha x Faina

The Grounded Aspiration has many expressions and moods. Deciding which mood aligns to a particular brand has a variety of aspects that can be considered. One Grounded mood that is emerging with significant velocity in the global marketplace is what we call Brutal Refinement. It is exemplified by the Ukrainian design teams of Faina and Yakusha. Yakusha is the architectural design firm founded by Victoria Yakusha. Faina is a brand that reflects the firm's passion of working with local designers and manufacturers to offer the world a taste of the contemporary Ukrainian Aesthetic.

The Yakusha website explains it the best: "Individual, ethnic inspiration and authentic design is the emphasis of Victoria Yakusha, founder of Yakusha Design and FAINA. Eco-friendly materials such as clay, felt, wool and "thoughtful" metals give this brutalist and other-worldly range a smooth and warm touch. We believe in authentic and honest design, clean and emotional interiors. We are inspired by our native land, natural imperfections, and traditions of craftsmanship. Every project we touch is filled with life. To see, sense, hear, and taste design – get ready to let the living spirit into your space. At Yakusha Design, we create architectural and interior design projects with a broad geography and develop collectible design pieces for FAINA's collection. We give birth to many socio-cultural projects – ranging from design expedition "Earth inspires" and educational platform Ya Vsesvit, to a podcast featuring folkloric fables and a documentary about endangered crafts. All our projects are linked with one dream – to make Ukrainian design recognizable all over the world. Yakusha Design is an ambassador of modern Ukrainian design, which reveals the soul and creativity of our people."

MC&Co trend forecast that this aesthetic will continue to become more widely accepted in the global marketplace. The homeware shapes are already being interpreted in a variety of ways.

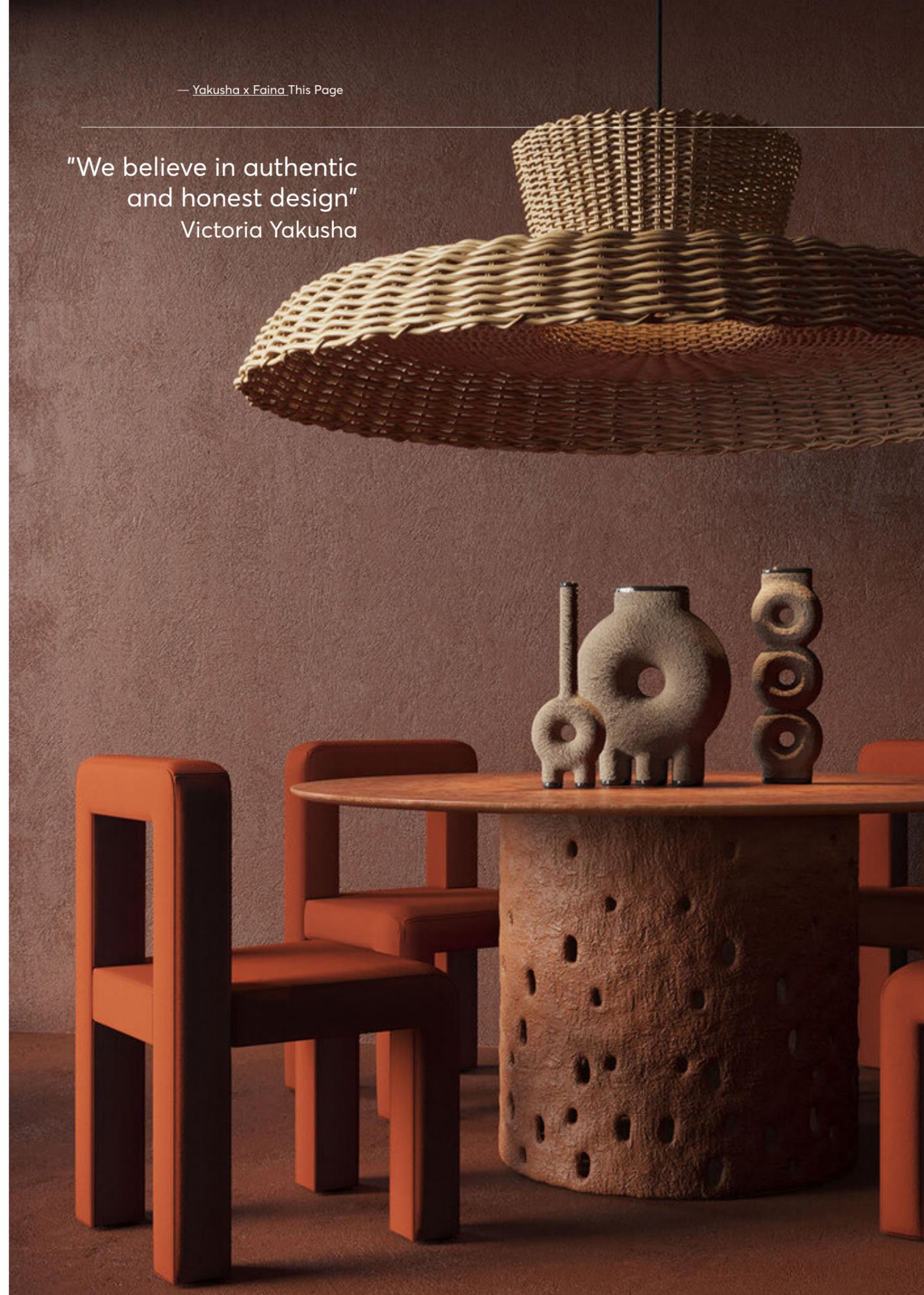
Designer Focus

12



— Yakusha x Faina This Page

"We believe in authentic and honest design"
Victoria Yakusha



The team at MC&Co Trend forecast that this aesthetic will continue to become more widely accepted in the global marketplace. These homeware shapes are already being interpreted in a variety of ways.



"All our projects are linked with one dream – to make Ukrainian design recognizable all over the world. Yakusha Design is an ambassador of modern Ukrainian design, which reveals the soul and creativity of our people."

— Yakusha x Faina All Images



Grounded Elements

Sanctuary

Overview:

The city sister of slow living- this urban and tranquil mood focuses on personal wellbeing.

Forecast:

Having moved quickly from commercial application, this residential version expresses a desire to seek meditative balance. The palettes move from mint to pink and soft apricot, whilst soft greys will enter. Shown below are examples of colours, patterns and materials from our 22/23 Signature Forecasts.

[You can learn more about the Sanctuary mood in our 22/23 Mood Forecast.](#)

• COLOUR



NUDE



BALLET SLIPPER



SHEEPSKIN



TUSCAN TAN



HIBISCUS



STEEL

• WOOD TYPE



CHERRY WOOD



WHITE ASH



HONEYED PLYWOOD

• PATTERNS



WATER COLOUR V DASH



WATER COLOUR DREAMS



HAYMAN WAVES

• TEXTILES



RIBBED CHENILE



COTTON CANVAS



BOUCLE



Grounded Elements Slow Living

Overview:

A movement that starts with simplicity and encourages us to reclaim our time and devote it to whatever brings us joy and meaning. Natural light and clean lines play an important role whilst leather upholstery mixes with natural architectural elements. Neutral ceramics and textured rugs bring earthiness and warmth.

Forecast:

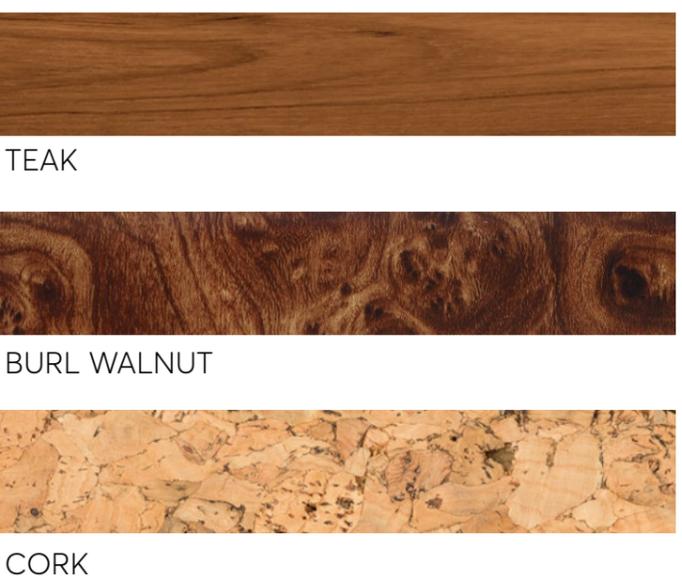
This family-based approach to living displays clean look with influences from the ordered aspiration. An influence of 1970s furnishing and home accessories adds highlight. Shown below are examples of colours, patterns and materials from our 22/23 Signature Forecasts.

[You can learn more about the Slow Living mood in our 22/23 Mood Forecast.](#)

• COLOUR



• WOOD TYPE



• PATTERNS

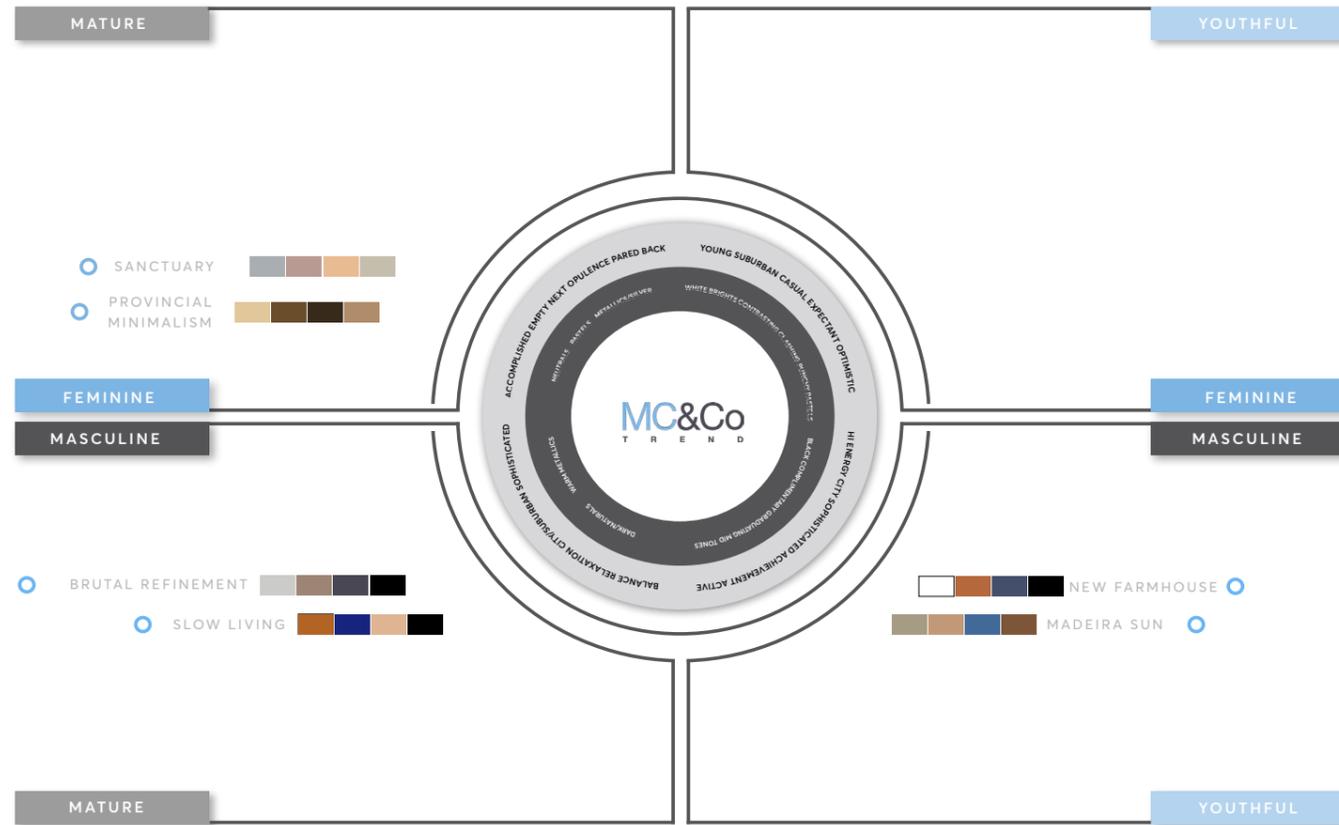


• TEXTILES



Grounded in 22/23

The Style Quadrants



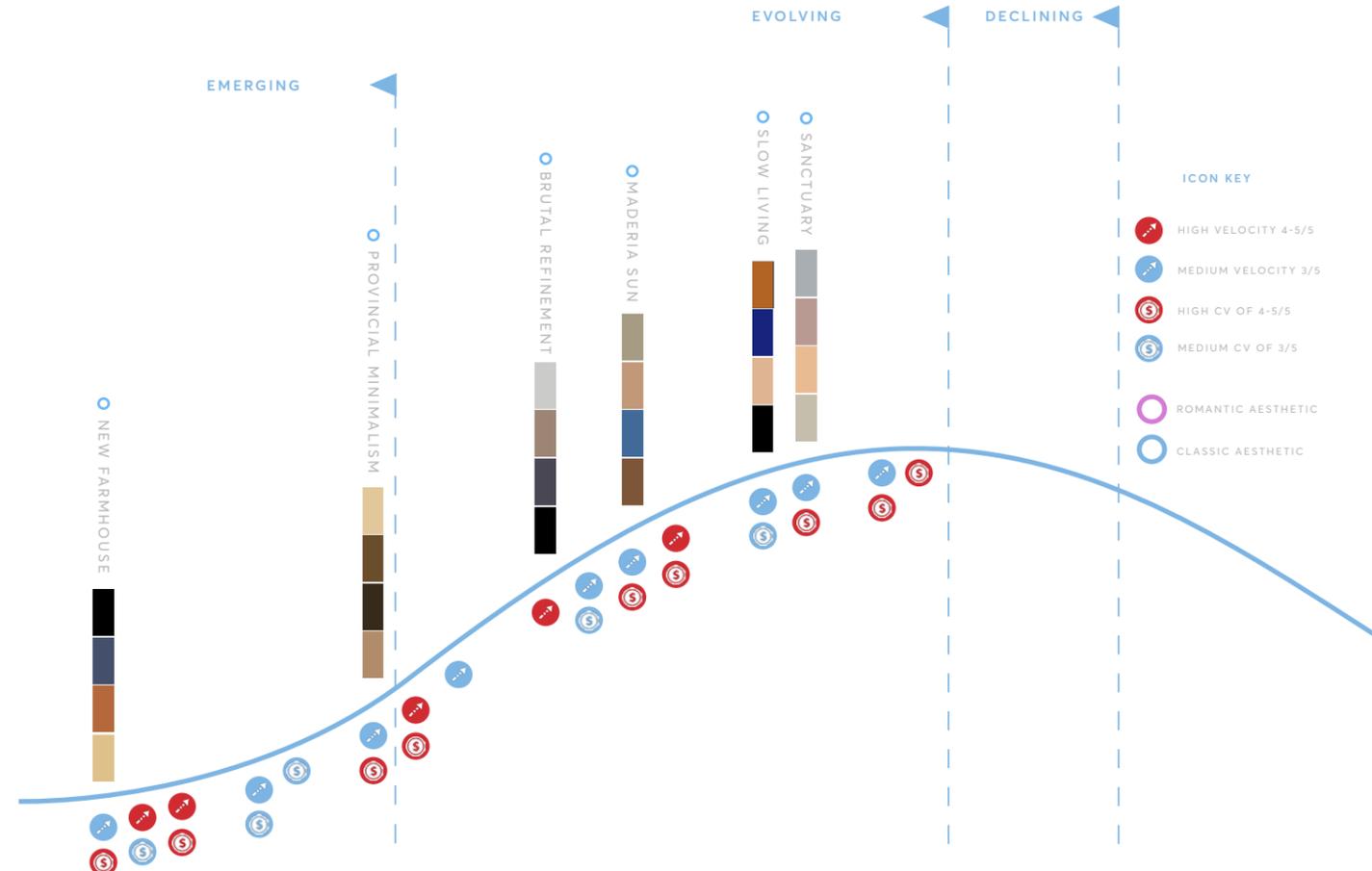
Grounded in 22/23

The Trend Curve

Four of the six important grounded moods for 22/23 are in the evolving cycle with a steady velocity and strong commercial viability .
 2 of the moods are in the emerging cycle with steady velocity and strong commercial viability

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](#)



We forecast six important moods that reflect the Grounded Aspiration in 22/23. These moods are evenly spread across 3 of the of Trend Intelligence Style Quadrants and reflect different consumer approaches to life. When the Aspiration is reflected with a disciplined approach to it's particular style through with a focus on both structure and energy, what appears to be serendipitous magic is achieved. It's not magic, it's discipline.

If you would like to know more about the Style Quadrants in our Trend Intelligence System, you can book a call with Michael or Linda by using the links below

For North American subscribers, book a call with Linda Simpson [with this link](#)

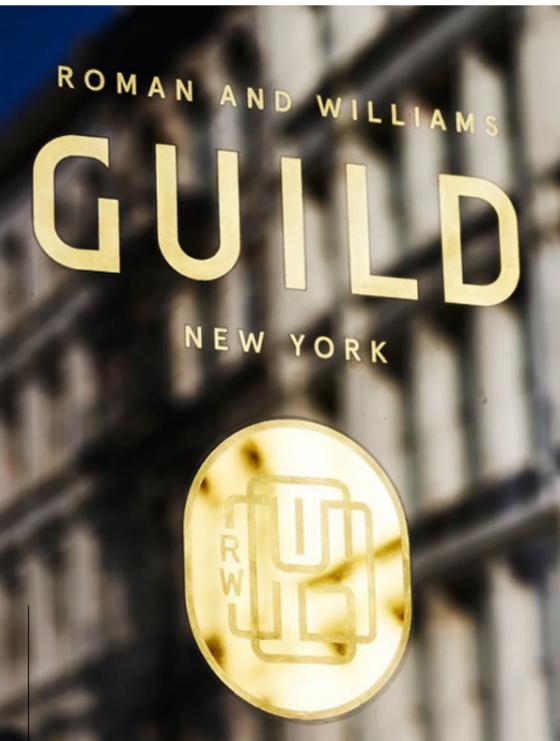
For Australia and all global subscribers, book a call with Michael Cleghorn [with this link](#)

Grounding NYC

RW GUILD

New York! New York!

For us at MC&Co, New York has always been a city synonymous with grandeur, opulence and art deco indulgences. One of our favourite New York aesthetics is brought to life by Roman and Williams Guild, and we'd like to introduce you to them.



The founders and creative force behind this retail stand out are Robin Standefer and Stephen Alesch. You will most probably know their work in some of the USA's most referenced hotels such as The Royalton New York, or The Standard Highline NYC to name just a few.

Having created some of the Big Apple's most iconic hospitality spaces, Robin and Stephen opened Roman & Williams Guild in 2017. Their aesthetic definitely speaks to the Grounded Aspiration and their design philosophy holds an even deeper connection. The design ethos of Roman and Williams Guild is:

- 1 – "Repairability"
- 2 – "Creating tomorrow's Heirlooms"

These two elements reflect some of the deeper emotive states of the Grounded Aspiration as they encompass both environmental responsibility and connection to family.

We often talk about the deeper aspects of the Sustainability fashion. It is one thing to have a sustainable material and low impact production focus, however if the design being produced does not pass the test of time - in either quality or on the eye - then it is not truly a sustainable product. We are thrilled to see this brand growing.

When you're next in NYC, you can find the at 53 Howard St NY 10013.

We don't think we Australians will be able to pop in anytime soon though!



RW GUILD

reflected through our *Trend Intelligence system*

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 RW GUILD can be transferred to any market level. There are Seven key elements that we prescribe within our Trend Intelligence System that clearly demonstrate the power of a singular, disciplined vision.

From our Trend Intelligence perspective Roman and Williams Guild is:

- ASPIRATION – GROUNDED
- AESTHETIC – CLASSIC
- STRUCTURE – MASCULINE
- ENERGY – MATURE
- CYCLE – EVOLVING
- COMMERCIAL VIABILITY – 4
- VELCOCITY – 2

All the above elements work together to create a brand that also has sustainable profit in their DNA because of their singular focus and confident powerful statement.

When you're next in NYC, you can find them at 53 Howard St NY 10013. We don't think we Australians will be able to pop in anytime soon though!

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.](#)



A Natural HIGH POINT

We noted that natural materials were embraced by these leading brands at Highpoint - Theodore Alexander x Ralph Lauren, Four Hands, Blaxsand and Palecek

Overview:

This trend is about artisanship- highly focused on natural and honest materials creating a trustworthy haven. Overtones of brown pigments form a dusty desert feeling

What's Important:

- White Is the Highlight
- Natural Materials
- Split Cane
- Hobnail elements
- Suprising Lighting

Analysis:

ASPIRATIONAL SEGMENT: Grounded

AESTHETIC: Classic

STRUCTURE: Feminine

ENERGY: Mature



"Split Cane continues to build in new forms"



Above: [Blaxsand](#)
Bottom: [Ralph Lauren Home](#)

Above + Right: [Palecek](#)



Above: [Blaxsand](#)
Middle: [Four Hands](#)
Below: [Ralph Lauren Home](#)



Above: [Four Hands](#)
Below: [Palecek](#)



Above: [Palecek](#)

Below: [Ralph Lauren Home](#)



A Kinfolk CHRISTMAS

A Grounded Interpretation



The Kinfolk movement expresses an earthy, grounded aspiration based on family - but not in the traditional sense. As the world continues to challenge and debate the deeper aspects of the chosen family rather than the biological family, the buzz word "Tribe" is thrown around like rose petals at a wedding.

What is actually happening is the alignment of values and the attraction of like-minded people into our lives - or in other words - Our Kin.

In our Christmas forecasts for 22/23 we explore the many representations of Christmas decoration - from Opulent to Playful. In this issue we're looking at one Grounded expression based on simplicity and craft. Whilst this is not revolutionary, this representation in Christmas 22/23 will be an important consideration for brands that align to the more "home artisan" emotions.

You can find details of our Christmas 22/23 forecast with [this link](#).



"The simplest of festive expressions create high impact"



Image: Nordic Design



Above: [Kinfolk](#)
Below: [Ella James](#)

Below: [Nordic Design](#)
Bottom: [Kinfolk](#)

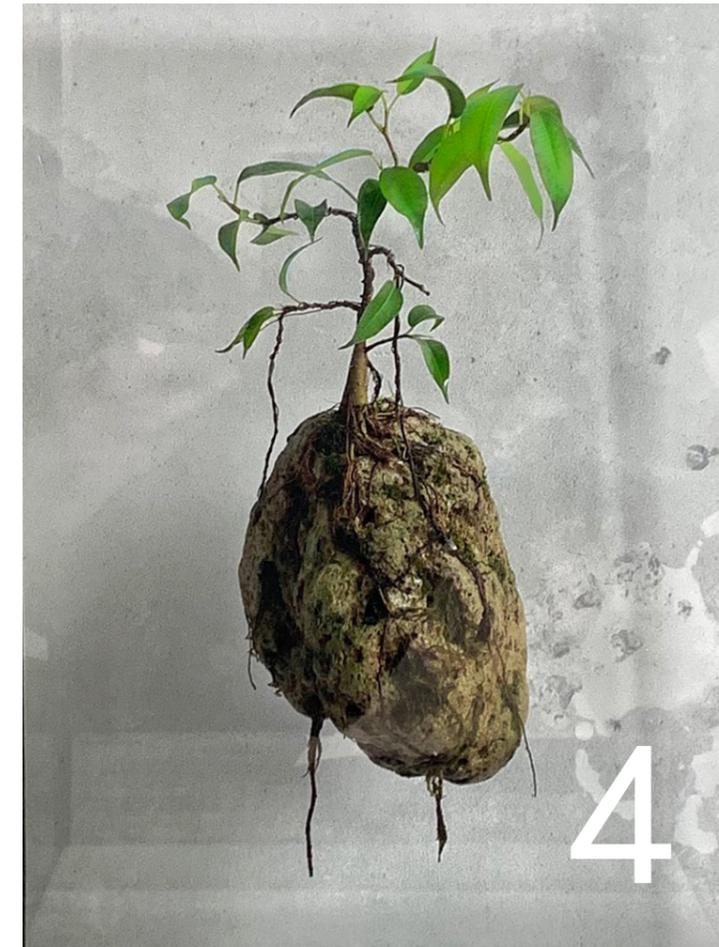
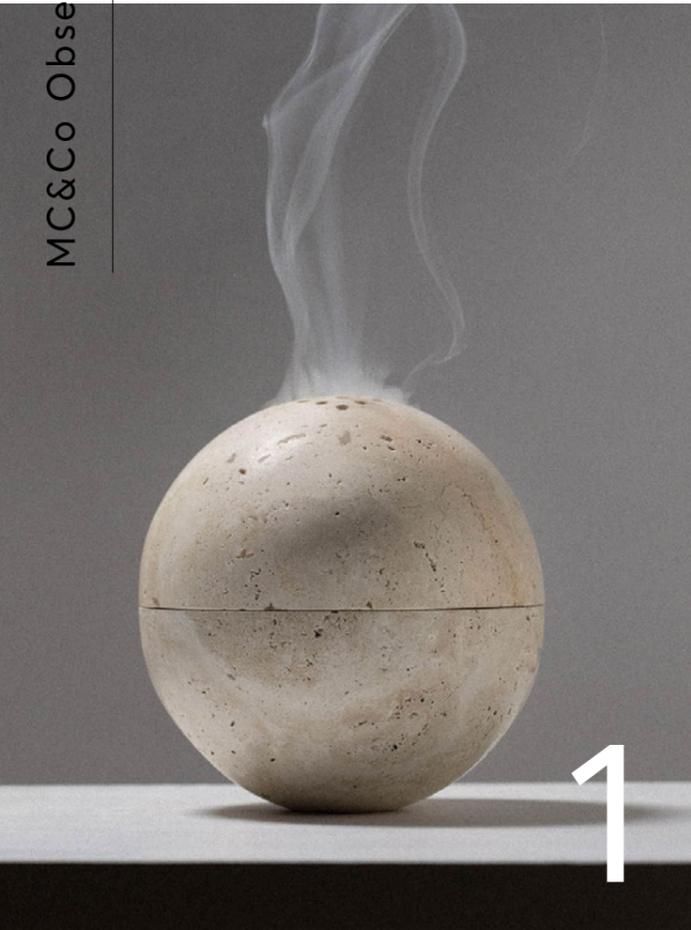


Image: [The Country Garden Florist](#)



THE SPOT

MC&Co Trend spot the most important elements from leading designers each month. This month the focus is naturally on GROUNDED expressions.



[Addition Studio](#)

Sphere Incense Burner

Carved from solid beige Travertine, the Sphere Incense Burner features a reversible design so the owner can customize to their desired sculptural preference. The design is stable as 2 opposed half spheres resting together, or as a complete sphere.

[RW Guild](#)

Diner Chair

As part of RW Guild's Axis Series, Diner's structure is beautifully crafted and strong using Saddle Leather. Characteristic feature subtractive notches, hooved feet and exposed attachments.

[Bang & Olufsen](#)

Bookshelf Speakers

Benjamin Hubert's studio Layer has designed a new speaker for Bang & Olufsen to deliver high-performance audio in a small and subtle format. The Beosound Emerge has a narrow wedge shape and warm materiality that is meant to make it look more like a domestic object than a piece of technology.

[James Wong: Botany Geek](#)

Floating Garen

James Wong has a secret which he reveals in his master Class, for house-plant projects, such as how to plant up pieces of pumice stone, and create the 'floating' illusion.



[Yves Behar](#)

3D Prints

Sawdust is mixed with a natural tree-sap binder and 3D printed into complex, swirling geometries to form this homeware collection, designed by Yves Béhar for additive manufacturing company Forust. Called Vine, the range includes a vessel, bowl, basket and tray, created using a process that Forust says is the "first of its kind" for rematerialising offcuts from the wood and paper industry.



[Patricia Urquiola](#)

Nuez Lounge BIO

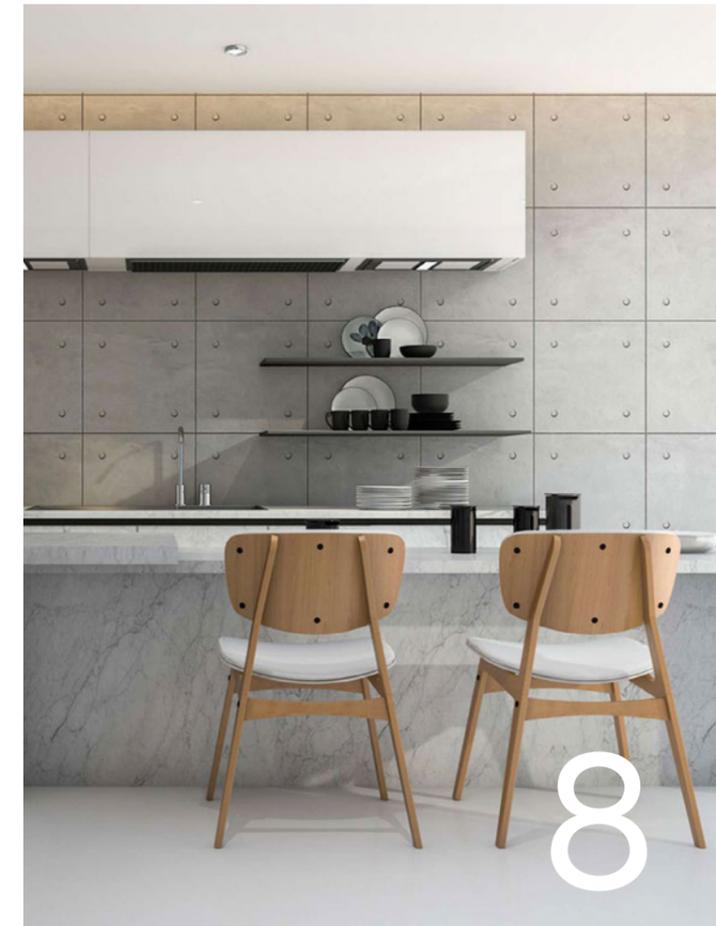
Patricia Urquiola has expanded her Nuez collection for Andreu World, adding a lounge chair that is recyclable and biodegradable. The Nuez Lounge BIO is made of a thermopolymer generated by living organisms and without fossil fuels. The material is not only recyclable but biodegradable and compostable.



[EWE Studio](#)

Hand Carved tables

Mexican design collective EWE Studio has launched a range of coffee tables, informed by the stone altars used to perform ritual sacrifices in pre-hispanic times. The Altar collection is hand-carved from either marble or onyx based on a traditional craft approach.



[Ideal Work](#)

Concrete Optik

Italian finishing brand Ideal Work has created Concrete Optik — a thin wall coating that makes any surface look like concrete. Concrete Optik is a cement polymer coating that re-creates the appearance of fair-faced concrete, but with just two millimetres of thickness.



—
May 2021 Issue

MC&Co
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["Golden Villa" by Yana Prydalna](#)