

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

February 21 Issue

THE RESURGENCE OF TRAVERTINE

*70s' designs continue to influence the
home and lifestyle market*

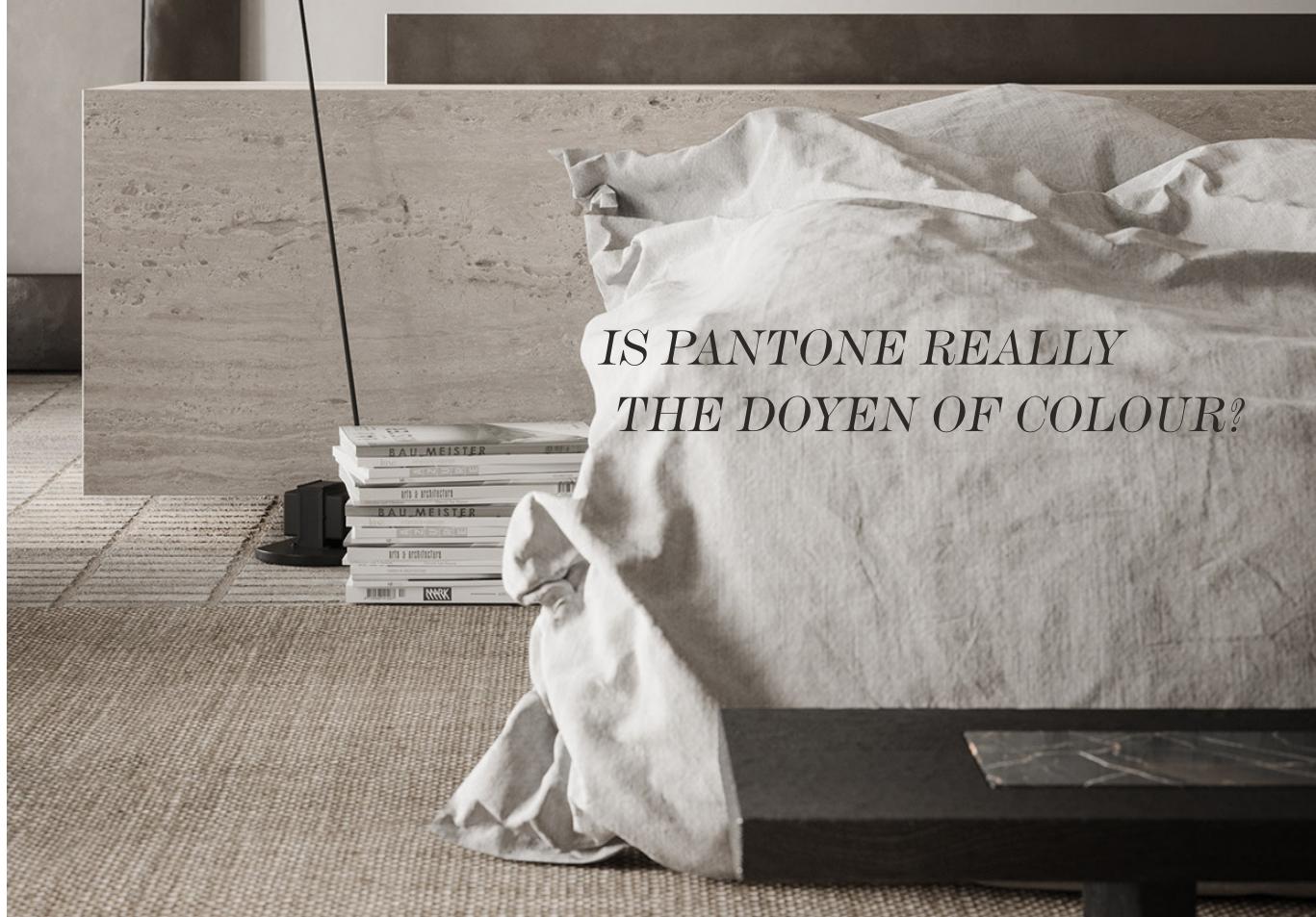
ROMANCE ISN'T DEAD

*The polarisation of classic and romantic
interior aesthetics in 22/23*

MOOD REVEALS FOR 22/23

*We reveal 2 influential moods in
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IS PANTONE REALLY THE DOYEN OF COLOUR?



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ON THE COVER

Serenity

Designed By Serge Somkin on Behance

THIS PAGE

Lurline Bay House, Sydney AUS

Designed By Greg Natale

Editors Note

This month a common theme is rising- era regression and resurgence. We note the home and lifestyle market decoration moving forwards from Art Deco and directs back to the 1970s', seeking comfort in classic and authentic designs. Although we are told to only look forward with hope into the future in our new Covid world, these past eras provide authenticity and longevity as consumers look for new ways to decorate their interiors.

I thought it is also important that I share my thoughts on Pantone's Colour Of The Year 2021- For over 20 years, Pantone's Colour forecast has influenced product development and purchasing decisions in multiple industries from fashion and home furnishings to packaging design. It's a heavy responsibility – to influence the world of consumerism to such a degree and convince product developers, designers, manufacturers, buyers, stylists, interior designers, editors and consumers to choose a specific colour for the year. At MC&Co, we forecast five tones Yellows and three tones of grey for 22/23- Read more on page 12.

With our January Webinar's success, we have added an additional date for you to register, taking place in March in case you missed out. We share our summary of the most important trends you need to know in the global home lifestyle market for 22/23. Find more details on page 9.

As always, I hope this Insights & Observations issue inspires you and your team to imagine, achieve and prosper.



Art Deco Softens to Nouvogue

As era's regress, Art Deco softens to Art Nouveau.

'Nouvogue' is a highly feminine response to several years of art deco dominance.



In late 2019 we noticed an increase in Nouveau motifs, excessive detail, and floral pattern layers were decorating the hospitality sector. We called it 'Nouvogue'.

This highly opulent and romantic mood entered the home and lifestyle market at a low velocity. Gold-trimmed framing, old patina walls, and dark ebony furnishings can achieve this mood. We note this interior decoration has become a popular interior decorating choice in restaurants and bars globally.

As we head into 2021, 'Nouvogue' is becoming more commercialised with typical Nouveau patterns interpreted into bed heads and chairs. Patterns can also be heavy and bolder whilst sometimes the skeleton and framework are enough. This re-imagined era that was fashionable in the 1880-1914 art period interprets graphics details from natural vines and floral pattern.

Forecast

We see 'Nouvogue' moving in two directions- one minimal that takes the essence of Art Nouveau motifs, whilst the other trend adapts an excessive multi-layered expression.



— Humbert Poyet, France (Right)
— Austrian Chairs (Source Unknown)



Romance Isn't Dead

We assess aesthetics by Classic or Romantic at MC&Co, and we reported on the rise of classicism in the last I+O magazine. So what's happening with romantic applications in the home and lifestyle market?

We explore trend like no one else. MC&Co's Trend intelligence allows our clients to match their product and purchasing data with crucial customer profiling and brand positioning in a world of exploding interior moods, trends, and decorative models. We do this by applying our unique Style Filters to the moods identified alongside other aspects of our Trend Intelligence assessment.

We define romantic applications as usually heavily layered and include materials, patterns, and highly expressive finishes- Romantic does not necessarily mean pretty.

Romantic applications for 22/23 reside predominately within our Youthful/Feminine style quadrant. Within this quadrant, consumers typically seek vibrant colours, playful patterns and joyful expressions, and it is also where majority of **Escape, Nostalgic** and **Playful** aspirations sit for 22/23.

However, we also forecast romantic aesthetics presented in masculine forms for the next 12-18 months, which we report in our latest Interior Trend Report. Roche Bobois (**right page**) showcases a blending of minimalism yet romanticism layering by interpreting highly masculine prints and sharp structures in a whimsical colour palette. Fenton and Fenton (**this page**) adopts a similar approach but in an expressive multi-layered and abstract expression.



— Le Botteghe di su Gologone (Above)
— Fenton & Fenton

Forecast

We see romantic aesthetics moving in two directions- one minimal that applies pattern just to furnishings, and the other bold. Applying patterns to furnishings, wallpaper & dinnerware.



— Roche Bobois
— Habitat (Rug)

The global pandemic has left consumers craving for a trip overseas and missing the great outdoors, increasing the **Escape** aspiration, where many romantic applications reside. Influenced by island, tribal, African and European cultures, we note a clashing and multi-layering of patterns, highly textural finishes, and embossing carving and weaving on natural materials for furnishings. These elements, when combined, create a highly romantic finish.

Within material & texture for 22/23, just some of the applications we forecast are Moroccan punched copper and 3D diamond metals, Japanese inspired Shou Sugi Ban wood is a superb example of an ancient technique as well as embossing. Quirky retro Shag, nostalgic Macrame and elegant Vintage Lace are also rising as feminine and romantic applications.



Although classicism is on the rise, there is also a polarisation of consumer desires for 22/23. 44% of the moods we forecast in our latest Interior Trend Report are romantic, shown through the strengthening and use of pattern both bold and subtle.

Back By Popular Demand

Secure Your Spot!

We've had an overwhelming interest in the Webinars launched on 9th and 10th February, therefore we are running a second edition with additional insights for everyone.

PLUS, we are adding a preview of all 25 moods forecast for 22/23, perspectives on different Colours, Patterns, Materials and Textures.

[Register Here](#)



Our Interior Forecast by Mood & Colour
Forecast 22/23 Report example.
[Click Here](#) to view online.

Free Forecast Webinar

The Second Edition 22/23 Home Lifestyle Forecast

MC&Co will be sharing even more insights into the global home lifestyle market for 22/23.

INCLUDES

- Important changes in **consumer aspirations**
- Three new **critical emerging Moods** for you to interpret
 - The **most important** emerging trends
 - The **global move** towards classicism
- **Additional explorations** of Colour, Shape, Pattern, Material + Texture

coming soon

[Register NOW](#) limited spaces



Keynote Speaker | AU + US
MICHAEL CLEGHORN, CEO, MC&Co



Guest Speaker | US
LINDA SIMPSON, CEO, IMAGINATION NETWORK

DATE

MARCH 03 21 12:30 PM AU AEDT
MARCH 03 21 4:00 PM US EASTERN

[Yes, save my spot NOW!](#)

A Sophisticated Continent L'Italia Ora

Lead by Minotti, Poliform, Puik and Metaflora, L'Italia Ora is achieved by structure, softness in form and tonal palettes.



Although this extremely functional mood is not new, there is an opportunity to translate this interior decoration through re-issued Euro classics and timeless designs to serve consumers searching for long-lasting appeal on the eye when it comes to home interiors.

For this mood, newness comes in the form of heavy and shapely glassware from Tom Dixon and sharp cut lines from the iconic Mario Bellini.



[Patricia Urquiola for B&B Italia](#)

L'Italia Ora is a highly sophisticated and ordered mood and services consumers searching for timeless designs with long-lasting appeal. With this in mind, purchasers seek comfort credible and trustworthy products from leading European design houses and re-issued classics.

L'Italia Ora is a highly sophisticated and **Ordered** mood and services consumers searching for timeless designs with long-lasting appeal. Architecture is key to this mood presented in artistic lighting, sharp lines, burnished metals and low profiles, whilst low height upholstery placed away from walls creates an open living space.

The palettes, product function and shape, derive from Europe and it is only natural that consumers seek comfort in re-issued classics of the late 60s an early 70s.



[B&B Italia](#)
[Flos Lamp](#)

Forecast

Typically masculine in form this mood is now interpreting feminine accents and shape. We see this as the most relevant movement in the next 12-18 months.

Pantone's Colour Of the Year Is Simply A Marketing Tool

"We can only hope that this year's forecast of hope and stability is more than just an educated guess."



Photo By Pantone

For over 20 years, Pantone's Colour of the Year has influenced product development and purchasing decisions in multiple industries from fashion and home furnishings to packaging design. It's a heavy responsibility – to influence the world of consumerism to such a degree and convince product developers, designers, manufacturers, buyers, stylists, interior designers, editors and consumers to choose a certain colour for the year. Is Pantone really the doyen of colour, and empowered to wave such influence over the way our world looks?

To arrive at their decision, Pantone says that their colour experts comb the world looking for new colour influences within the entertainment industry and films in production, from new artists and fashion designers, from new lifestyles, playstyles and socio-economic conditions, from new technologies, materials and textures, and now from influential social media platforms too.

If this is the case, shouldn't we then conclude that the colours are already out there? That these colours are currently forming part of our landscape? And if so, how can these colours then influence product developers, designers and buyers on what to present to consumers when the colour will already be past by the time their products hit the shelves?

This is precisely our point. It is time to look to Pantone's Colour of the Year as a representation of the current Zeitgeist – the global mood, the social profile – not as a literal guide to colour trends. Pantone's 2021 'prediction', which we see as more of a summation, combines two shades 17-5104 Ultimate Gray and PANTONE 13-0647 Illuminating. Designed to work together, the pair of colours chosen for 2021 embody 'strength and positivity'. As the name suggests, Ultimate Grey is a cool mid-grey that represents strength and a firm foundation, while Illuminating is a vivid yellow that is all about embracing brightness and cheer.

We see these colours as a representation of our united psyche. What we all experienced, in some shape or form in 2020, was a sense of despair, separation, fear and uncertainty. Grey is the embodiment of this struggle, and the restrictions and the blandness of life we faced (and indeed still face) under COVID-19. Yellow represents the human spirit, the optimism and hope that inevitably rises in the face of sadness and defeat. So grey and yellow together give us a sense of balance between struggle and success, woe and wonder, oppression and optimism.

If the Pantone Colour of the Year is designed to highlight the relationship between colour trends and what is happening in the world, we can only hope that this year's forecast of hope and stability is more than just an educated guess.

However as Katy Kelleher, fashion writer for Vogue eloquently expressed;

"As usual, Pantone's choice strikes me as rather tone-deaf and half-hearted, gesturing clumsily towards current events without taking any identifiable political stance. According to the company, these colours aren't meant to stand alone; they must be presented together. It feels wishy-washy and vague. Pantone has such a great global reach, I wish it either stop trying to hitch its colour trends to current events or pick something more meaningful."

Words By Michael Cleghorn.

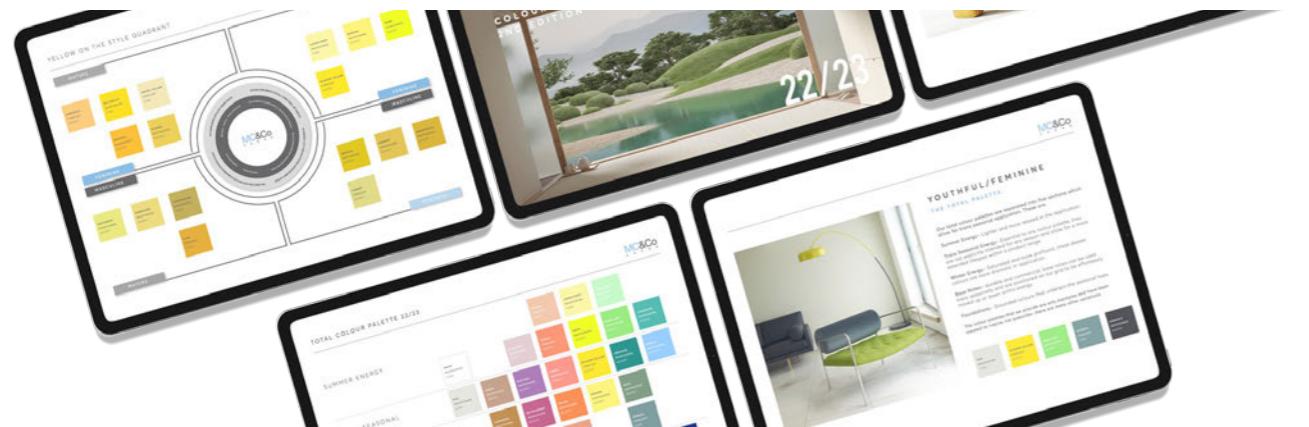
An insight into MC&Co Colour Forecast Report 22/23



Our Colour forecast 22/23 Report example. [Click Here](#) to view online.

Yellow featured strongly in our colour forecasts, as a stimulating, bright and joyful colour story. "It's sunny and uplifting hues are confident, and its sprightly lighter tones are joyful when complemented by the darker tangy tones... Bright cheerful hues of yellow when used as accents can be grounded by earth and more zesty shades. Yellow is the colour to watch due to its optimistic nature. Yellow is radiant and expresses positivity and enlightenment." We forecast five yellows – not just the one Pantone tone - **Pastel**, **Canary**, **Blazing Yellow**, **Flax** and **Marigold**. We also featured a monochromatic palette which allows for harmony and elegance, or drama and structure. Two key grey shades – **Oyster** and **Lead** – sit comfortably with **Black Iris** for an eternally relevant and commercially viable stable.

Pantone's Colour of the Year is simply a very effective marketing tool for an organisation that offers an annual reflection on society, rather than a crystal ball view of what consumers will want to buy. From our point of view, we would rather focus on basing product development ideas and purchasing patterns on trend intelligence and consumer data, not to one shape or one mood. We don't suggest avoiding Pantone's Colours of the Year, instead we recommend you cleverly incorporate these colour choices into effective marketing tools that express your awareness and understanding figuratively, not literally.



Forecast Canary Yellow is just one of five forecast Yellows from the MC&Co colour Forecast report

YOUTHFUL/MASCULINE YELLOWS

TONES

- Serene Canary Yellow is a forecast accent tone that can be used for occasional furniture, soft furnishings, napery, decorator products.
- Lively Imperial, Eggnog and Shortbread are tantalizing tonal accents that can be applied to serving ware, soft furnishings and decorator products.

CANARY FORECAST ACCENT

IMPERIAL MAINTAINING ACCENT

EGGNOG MAINTAINING ACCENT

SHORTBREAD MAINTAINING ACCENT

COLOUR FORECAST

MONOCHROME

ENERGY

Black in its darkest hue is connected to protection and strength whilst greys and white shades can be luxurious and serene. Monochromatic designs allow for harmony and elegance, or drama and structure.

TONAL MOVEMENT

We forecast three new Monochrome tones- Lead grey, Black Iris and Oyster grey. One mid-tone, one darker tone and one pink-based hue- Timeless, Handsome and graceful.

Classic and evocative Monochromatic palettes are eternally relevant and commercially stable. Introducing Lead Grey and Oyster Grey as forecasted core tones. Black Iris adds a blue-tinted dramatic accent.

LEAD FORECAST CORE

BLACK IRIS FORECAST ACCENT

Forecast tones of Grey for 22/23 from the MC&Co Colour Forecast Report

In our 2021 Trend Intelligence we forecast key colours and explain how these sit within our Style Quadrants. This form of analysis allocates tones to key categories - Youthful, Mature, Feminine and Masculine – and in doing so creates a formula based on consumer and customer data. This formula can be effectively incorporated into product development and buying planners based on targeted research.

Book A Call To Find Out More NOW

"We would rather focus on basing product development ideas and purchasing patterns on trend intelligence and consumer data, not to one shape or one mood."

The Resurgence of Travertine

As 70s' designs continue to influence the home and lifestyle market, we see a resurgence in Travertine across multiple product categories.



— Lurline Bay House, Greg Natale (Above)
— Cloud Bookends by En Gold



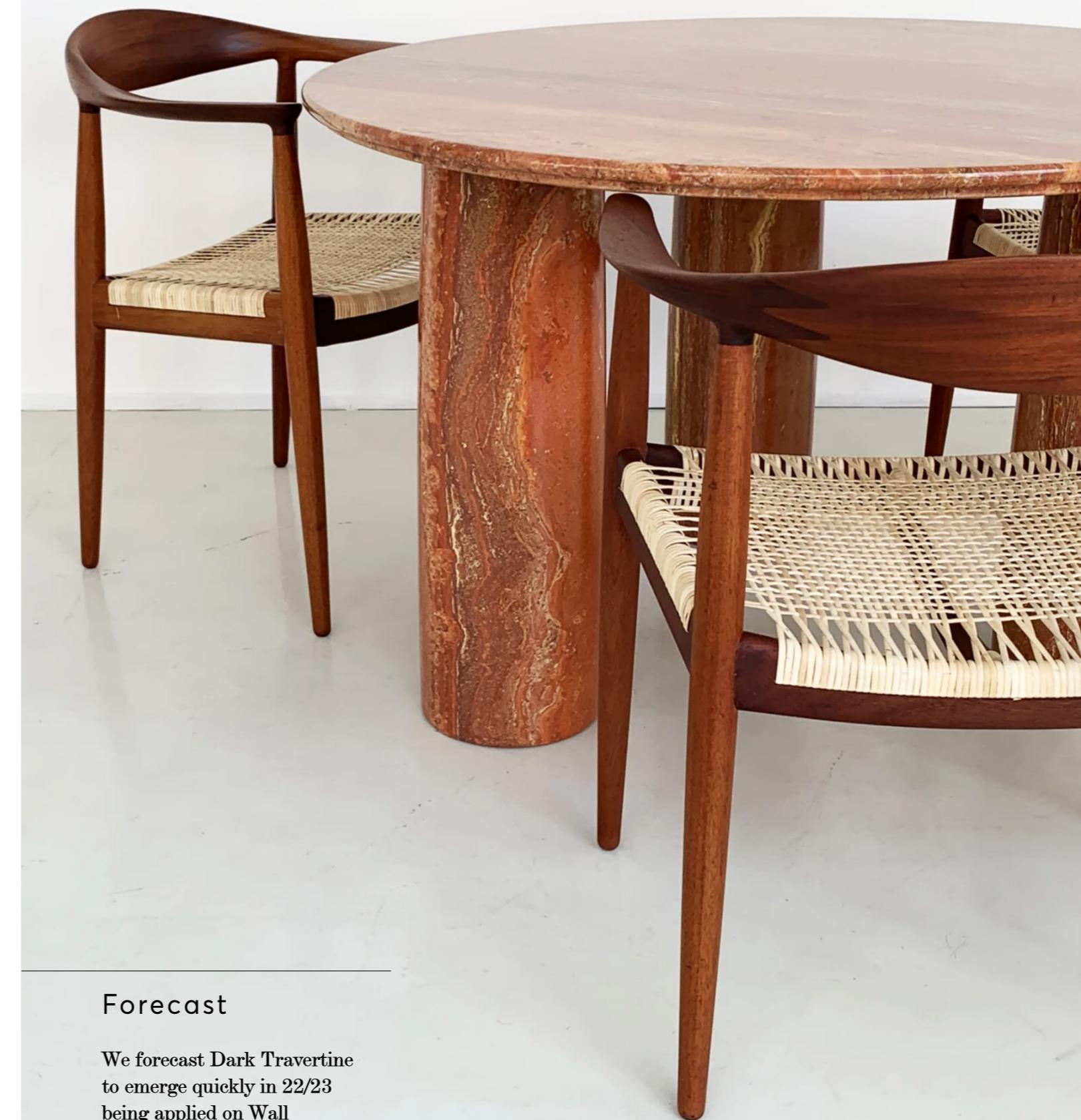
We note that Travertine, filled and unfilled, maintains its importance in the home lifestyle market for 22/23 as its distinctive and sustainable qualities create newness in **Grounded** product lines.

Stone has unique and varied characteristics. Its unique elegance, durability, and capacity to be carved, cut, sculptured into diverse shape and form make it a functional yet beautiful material. Stone celebrates our connection to nature and speaks to **Grounded** consumers and ticks sustainable boxes. As we continue to see a strengthening of artisanal and honest materials, we expect Travertine to be a popular material choice for 22/23 in home and lifestyle products. We note the playful hand sculpted book ends below by En Gold, highlighting the organic nature of this incredible stone. Travertine has gained momentum appearing frequently at major trade fair shows like Atlanta in 2019 and High Point and Maison et Objet in 2020. McGuire furniture and Kara Mann's collaboration showcased how robust and shapely Travertine is, reflecting the global revolution of material, shape and texture into neutral palettes.

Travertine adapts to all aspirations, unfilled Travertine can be mixed with gold for an **Opulent** look, hand sculpted for a **Grounded** finish, and holds a natural desert appearance to decorate **Escape** and **Nostalgic** moods.

Issued in 1970, the solid Persian Travertine "Colonnato" round dining table designed by Mario Bellini for Cassina will remain influential for the next 12-18 months as a resurgence to 70s' interior designs continues to strengthen.

— Mario Bellini



Forecast

We forecast Dark Travertine to emerge quickly in 22/23 being applied on Wall & floor, Table Tops & Benchtops as well as home accessories.

The Spot Top 8

MC&CO TRENDS most inspiring designs from leading designers found on Instagram this February and What To Spot.

1

— [@sundaysupply.co](#)

What to Spot

Floral and Animal Pattern Mixing

We forecast 'Gypsy Chic' as a Mood in our Latest Interior Trend Forecast Report. This mood is achieved by mixing patterns which energises this romantic finish. We forecast a strong commercial interpretation over the coming 12-18 months, and we already see it interpreted here in beach accessories from Sunday Supply Co.

— [@westelmuk](#)

What to Spot

Return Of The Sofa Table

The global shift to work from home is a new priority, and the request for functional designs and maximised space is the new future in home interiors. West Elm UK's interior layout showcases a functional sofa table in a highly **Grounded** palette with calming influences. We expect this look to be replicated at the market quickly as spacial values become increasingly important.

2

— [@trendstohome](#)

What to Spot

Campari Island Stripes Entering The Residential Market

We have forecast bold terracotta stripes in our latest Interior Trend Report; we call this mood '**Campari Island**'. We love how Trends To Home have interpreted this simple 'island' terracotta stripe application, onto a tiled wall finish. We predict Terracotta and vertical stripes, to enter the residential market at a high velocity in the next 12-18 months.

3

— [@fermliving](#)

What to Spot

Checked & Striped Upholstery

This rendered farmhouse look portrays the Italian countryside—but for city slickers. We note this patterned and textural upholstered look from Ferm Living, adopting an ordered style with a **Grounded Aspiration** overlay and taps into the demand for 70s' inspired interiors. Soft, textural, and sun-washed elements will continue to anchor this mood. Watch out for divan and flat panelled furnishings entering the home and lifestyle market as consumers become spatially and economically aware.

4

19

5



— @mrd_home

What to Spot

Outdoor Indoor Furnishings

This modern and contemporary living space marries indoor and outdoor furnishings. Spacial value will become increasingly important in a post Covid world. We expect to see exotic plants and furniture typically found in outdoor environments, brought inside- shown here by MRD Home.

What to Spot

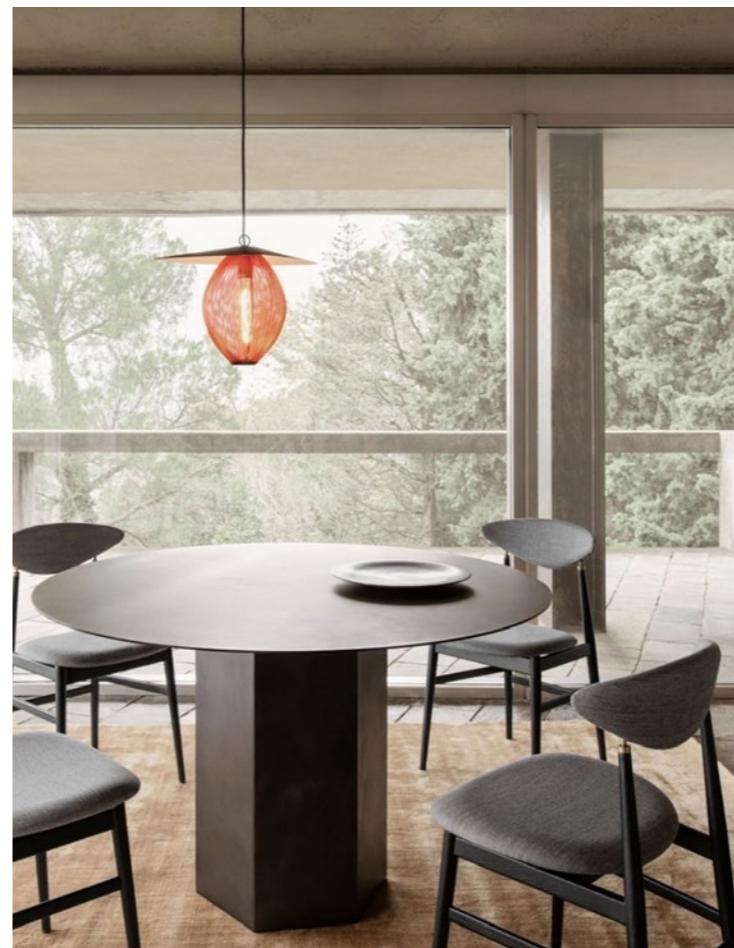
Patternered Serveware

As consumers concern for the environment and community intensifies, so has the interest in handmade and authentically designed patterns. Watch out for the application of natural and artisanal patterns on serveware in the next 12-18 months- showcased here by Papaya homewares.

— @papayahomewares



6



— @gubiofficial

What to Spot

New Euro- Robust & Minimal Elements

Robust elements continue to strengthen with rigid cocooned structures and minimal cushioning on upholstery. This look is about texture, shape, and tone. Gubi Official showcase this mood in a subdued and monochromatic palette adding a surprising hexagonal element to this dining table. We expect this look to gain momentum and velocity in the Home and Lifestyle market.

7



— @tigmitrading

8

21

What to Spot

Scalloped Rugs

Typically Opulent and found on dinnerware, scalloped edges have been interpreted onto this woven rug. This Playful construction blends with a Grounded aspiration using natural materials to achieve a unique and handcrafted finish. We also note the deep and powerful Seaweed tone applied to the Ekstrem Chair from the 80's. Watch out for scalloped edges interpreted onto placemats, towels and bed linen.



—

Feb 2021 Issue

MC&Co
T R E N D



— Serenity

By Serge Somkin