

MC&Co

T R E N D

INSIGHTS & OBSERVATIONS

January 21 Issue

CLASSICISM

Functional designs and maximised space is the new future in home interiors

COLLABORATING WITH NATURE

Sustainable, innovative, and functional materials

ULTIMATELY MONOCHROME

The importance of Grey in 2021

Report Previews

*The First Edition Of Our
Materials & Textures Forecast 22/23*



IS YOUR BUYING TEAM
PREPARED FOR WHAT'S TO COME?

Preparing for 2022

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Thumbstopping inspiration. Discover what MC&Co found inspiring on Instagram this January and what to spot.



Editors Note

Returning to 'normality' always comes as a surprise to the system after a long, rested break, but we feel refreshed and inspired as we enter 2021.

External hurdles socially, politically, economically and globally are increasingly becoming uncertain and challenging- but what 2020 proved is that we human beings are resilient and continue to adapt, adjust and rethink how we connect, create, and communicate with one another.

As our January I+O comes together, there is a common theme of 'what's on the horizon' whether delivered to our inbox, visually on social media platforms and socially over coffee. This month we share with you what's to come from MC&Co along with progressive and influential designs to inspire you.

We start the year off with a tricky question- is your buying team prepared for what's to come? To help you look good at your next meeting, we've shared five tips to ensure you and your team do what is necessary for 2021 to prepare for 2022.

There's so much rich content to inspire you and share with your team in this month's issue of MC&Co's Insights & Observations.

ON THE COVER

Yeti Furniture Designed By Vladimir Naumov
&
Directed By Sphere Studio

On The Rise Classicism

Investing in classic designs is an excellent way to ensure a piece is long-lasting on the eye whilst also having positive impacts on our planet.



2020 forced a significant shift in consumer purchasing habits. With newly found time within their abodes, the desire to update their interiors increased and the search to find one-off buys built to last influenced a growth in classic styles.

When we talk about Classic styles, we are not suggesting traditional or vintage designs. We mean pieces that are long-lasting on the eye that model longevity, maturity, and often functionality. In our latest Interior Forecast By Moods Report 22/23 we have predicted 26 influential moods- 56% of them depicting a classic style and increasing from previous years.

The Ordered Aspiration influences classic styles, contemporary and European designs, mature palettes, minimal layering and patterns help create a sense of classicism. Manutti at Maison et Objet September 2020, demonstrated a highly modern outdoor furnishing product range with a 70s disco design and classically reinterpreted these shapes in mature palettes and traditional materials. Household goods from Pinetti and Sol & Luna showcased reimagined contemporary classics such as the Ghost Chair, designed initially by Phillippe Starck, crushed ottomans and sanitiser holders. Our research suggests that mature and grounding palettes' marrying, structured and innovative designs will continue to develop and lead into 2022.

— Sol & Luna (Above)

— Pinetti

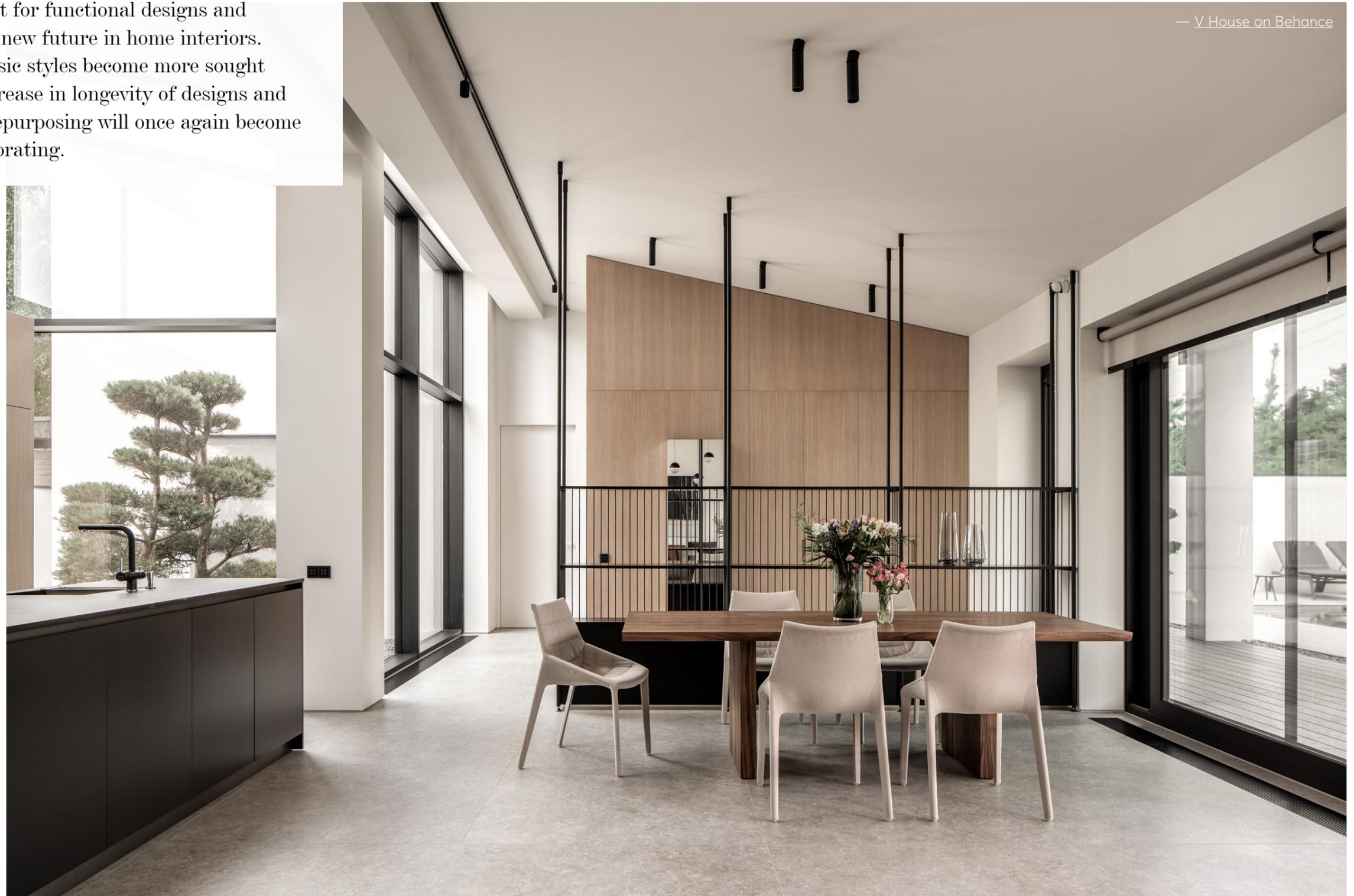


Manutti reinterpreted 70s disco designs in mature palettes and traditional materials for a classic finish

— Manutti

What will happen in 2021 and *beyond*?

Social desires, global uncertainty and a focus on sustainability will influence a renewed sense of classicism and a minimal approach to the home and lifestyle industry. 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. Simultaneously, as classic styles become more sought after, we will see an increase in longevity of designs and perhaps generational repurposing will once again become a popular choice of decorating.



— V House on Behance



Ultimately Monochrome

As Pantone released their colours of 2021, we had just wrapped up the second edition of our Colour Forecast Report 22/23. Similarly, we forecast grey to be a significant colour, but not only one. We predict 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.

We are introducing Lead Grey and Oyster Grey as forecasted core tones.

So why monochrome you may ask? 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, and during times of uncertainty, consumers search externally for reassurance and stability.

The second edition of our Colour forecast Report is releasing next month. [Join the waitlist here to be the first to know.](#)



— B et B Italia (Left)
— Anthropologie

Words By Danni Hosking-Hayley



Secure Your Spot Now- Limited Spaces!

Free Insights Webinar

The 22/23 Home Lifestyle Forecast Is Right Around The Corner
Our summary of the most important trends you need to know in the global home lifestyle market for 22/23

INCLUDES

- Important changes in **consumer aspirations**
 - The **most important** emerging trends
 - The **global move** towards classicism
 - Three **most influential moods** for 22/23
- The **critical elements** of Colour, Shape, Pattern, Material + Texture

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Keynote Speaker
MICHAEL CLEGHORN, CEO, MC&Co

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Yes, save my spot NOW!

Is Your Buying Team Prepared For What's To Come?

Words By Michael Cleghorn.
An insight into MC&Co Trend Intelligence System.

Our Top 5 Tips To Ensure You And Your Team Do What Is Necessary In 2021 To Prepare For 2022.

In preparing for tomorrow, we must understand yesterday. And our yesterdays last year were unprecedented. COVID-19 restrictions on travel and social interaction have had a significant impact on buying habits online and in store. A direct result of our reduced freedom has been a tremendous increase in the market size of furniture and homewares. With buying behaviours focusing on the home, many retailers and e-tailers have seen a 40% increase in sales, and others even a four times increase. And it hasn't just been online. Those who have had a good mix of physical stores and online have done extremely well, in particular those that have catered to the 'make, bake, grow, sew' movement.

Looking ahead, with a hopeful global perspective, we will start to see a rebalancing of health. Whether you are pro-vaccine or not, the uptake will be significant across the world. This rebalance should extend to the political platform with a change of government in the US, and global economies should start to emerge from the trepidatious times we have experienced in 2020. (The China influence is of course an unknown, and a topic for another time.) One of the most significant factors affecting trade - a fall-out effect from 2020 - is the lengthening of production and shipping timelines. Instead of three months, some lead times can be more like eight months.

In planning for the coming year, we can expect this rebalancing to influence buyer behaviour. From late 2021 and into 2022, large scale entertainment and travel may be possible again. Our pent-up demand for experiential activities and exploration may see a change in purchasing patterns. The big question for the furniture and homewares market is whether the surge in demand in items for the home has simply brought purchasing decisions forward? Or will consumers have rediscovered a love of the home and garden that will see this increase in demand maintain momentum? Will sales flatline, or decrease, or will this increased appetite for products for the home be sustained? Predictions are that our insatiable desire and pent-up demand for travel may see dollars flow towards the experiential market and result in a cliff-drop for the home market.

The big question for the furniture and homewares market is whether the surge in demand in items for the home has simply brought purchasing decisions forward?



Image By Hassell-
Adapting retail spaces
for life after Covid-19.

Our Trend Intelligence System has formulated four key steps to prepare for, manage and indeed succeed in the coming seasons:



“ By applying style filters to your data, you can match your product and purchasing data with key customer profiling and brand positioning. ”

1 Look at your data from an entirely different perspective.

Most businesses analyse functional information – product data and consumer transaction data. However, if you choose instead to focus your brand more deeply and more intently on aspirations, we forecast more success both in the long and the short term. The data remains the same, it is how you look at the data which is so important right now. You now have the opportunity to deeply understand the emotional aspirations of your core market. Traditionally, we look at product data by colour or by size. What we need to do now is split and assess data by emotional aspirations to understand if new and different patterns are emerging. And then we need to ask ourselves, does what our customers are buying align with our brand or do we need to evolve our brand to meet our customers’ needs?

3 Rigorously investigate your position in terms of timing.

Look at the various moods and styles and assess them against what your customers are buying. Do they prefer emerging trends, enduring or evolving trends? This investigation will help you determine where your customer sits in terms of their uptake of a new look or a new product, and what they are looking for in colour, shape, texture and mood. Once you rigorously investigate these patterns in your sales data, you can understand where your customer is on the timeline of trend uptake. This will greatly influence your buying strategies and form the foundation of your product planner.

2 Finely tune your aesthetic to the aspiration and approach to life of your target consumer.

By applying style filters to your data, you can match your product and purchasing data with key customer profiling and brand positioning. This analysis allows you to determine patterns in choices – colour, shape, texture and mood– so you can gain a much deeper insight to buying attitudes above and beyond size and price. The four mood quadrants are:

- Feminine Mature
Accomplished, confident, soft, pared back
- Feminine Youthful
Young, suburban, casual, expectant, optimistic
- Masculine Mature
Balance, relaxation, city/suburban, sophisticated
- Masculine Youthful
High energy, city, sophisticated, achievement, active

4 Communicate this information with your operations, merchandise and marketing teams. communicate this information with your operations, merchandise and marketing teams.

Once your buying team has accumulated that knowledge and formed a direction, it is vital that they communicate this information other departments. Sharing this data, and passion, will provide your organisation with a holistic conditioning awareness and a united way forward. This passion builds the business and gives the ‘why’ to what you do and ensures there is no disconnect between the product in store and the marketing messages conveyed to your customer.



So why would you do all this in 2021 to prepare for 2022?

If the sales cliff comes, which it may well do, the brands that fully understand it and are prepared for it with their product offering, merchandising and marketing, will be in a much better position. If the market reduces, the competition naturally increases, and the goal is to attract advocates rather than just shoppers. And with lead times blowing out it’s so important to be prepared, with a focus less on seasonal and more on trans-seasonal ranges. How you transition from one palette to the next is vital to avoid stock stagnation. Creating commonality in summer and winter stories will mean that left over stock melds rather than jars against incoming collections.

Collaborating With Nature

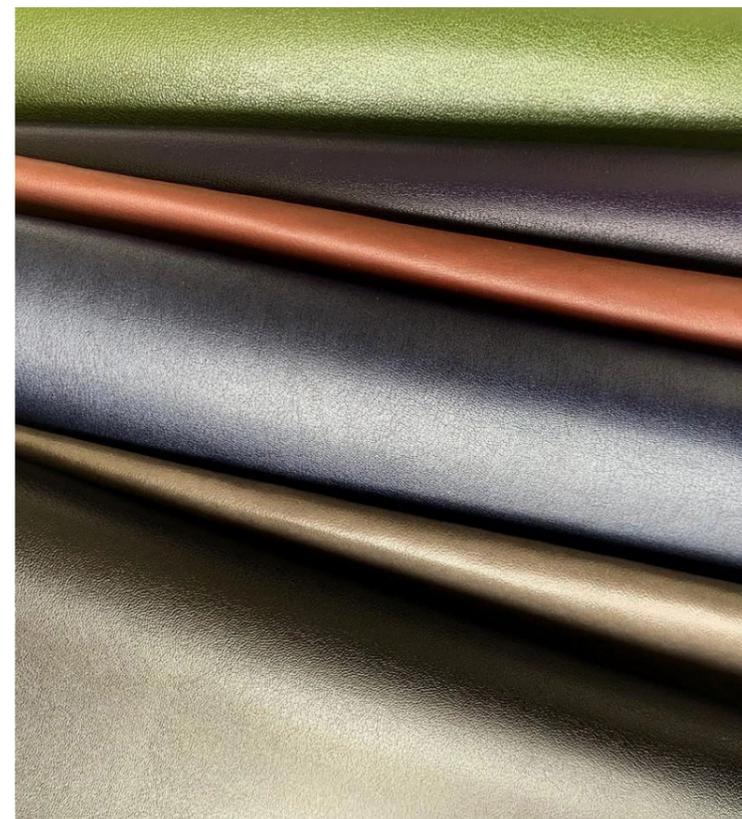
It comes as no surprise that leather is one of the most highly sought after materials across multiple design categories. We mentioned homeware brand Sol & Luna as well as Pinetti earlier in this issue- both of which rely upon leather as an integral part of their product range.

Traditionally, leather comes from Bovines. This process requires a large amount of farmland and water, whilst the tanning requires even more water and uses toxic chemicals that harm the environment and are non-biodegradable. Two entrepreneurs from Mexico who originate from fashion and design backgrounds decided something needed to change.

Adrián López Velarde and Marte Cázarez have developed a plant-based method using Cacti to create vegan-leather. Grown in abundance in Mexico, Cacti does not require a lot of water, and due to the nature of its texture, it resembles real leather. Adrian and Marte called their vegan leather business Desserto, with their product portfolio ranging from car seats, shoes, handbags, and even apparel.

Other designers also using Vegan leather include South Australian design house [Living By Design](#). They offer an entire Mid Century Vegan Leather product range, making for a more friendly, sustainable living experience- perfect for the conscious style hunters. And there's also [Sloane Stationery](#) who offer an entire vegan leather diary range made in house and using artisanal methods.

As Covid-19 forced the global population to slow down, many of us began to seek comfort in nature, whilst extra time allowed us to think about our footprint and the toxicity of what goes into products. Consumers' desire to preserve our environment and aspirations to create healthy homes is driving an increase in purchases of sustainable products. For consumers, natural materials, authenticity, and honesty will become their focal point in products, whether it's supporting local businesses, traceable design or renewable materials.



Fit For The Future



We reported on the use of Cork in January 2020 at the Maison et Objet fair when Portuguese design studio Digitalab turned Cork into thread to create furniture accessories. We now forecast Cork as a material to watch for 21/22.



The natural beauty of Cork allows for unique, flexible, soundproof, and waterproof designs with expressive attributes. We are inspired by Tom Dixon's latest cork experiments, which include a series of tables, a stool, and a shelving system. This sustainable material is already adopted into building design- LCA Architetti in Milan has recently used Cork, straw and timber to build a sustainable house, commissioned by a couple seeking a lifestyle closely connected to nature. London based designer, Jasper Morrison's complete series of cork furniture from 2019 is now more relevant than ever suggesting Cork is the ultimate traditional material fit for the future.

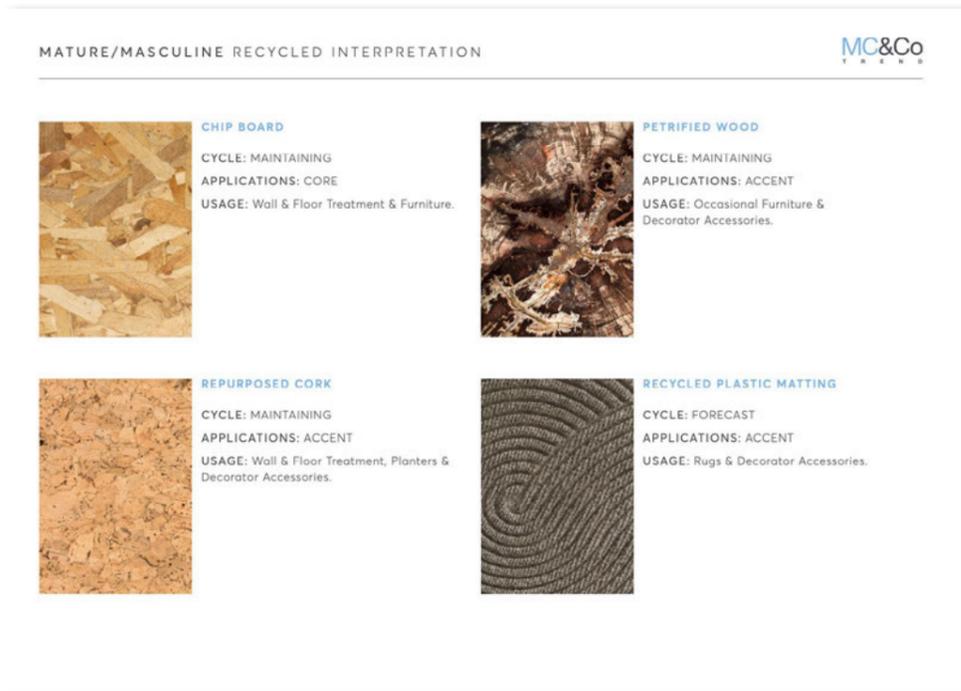
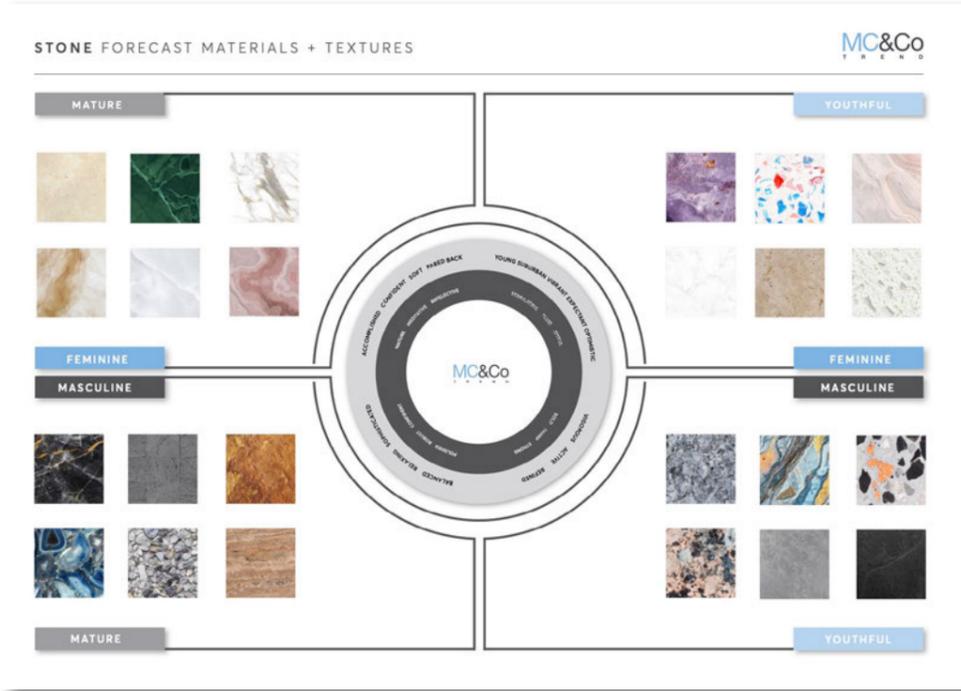
If you would like to know how to apply cork, as well as many other materials within your up and coming product range, [join the waitlist here](#) to be the first to know when our first edition of Materials & Textures Forecast Report 22/23 releases.

"When I was growing up we had cork floors and they had this amazing warmth and tactility. Cork is also sound absorbent, fireproof, water resistant and lighter than water, which is why it floats, so it's easy to transport. In terms of a dream material, you couldn't really get a lot better."

- Tom Dixon



This Page: [Tom Dixon](#), Top Left, Digitalab
Bottom Left [LCA Architetti](#)



The First Edition of our Materials & Textures Forecast 22/23 Report *Preview*

Our Signature Global Interior Trend Forecast for
Materials and Textures for 2022/23

176 Material and Texture inspirations across 9 trending categories to inspire your developments for
the next 12-18 months

9 explored important Material & Texture Categories for 2022/23

Filtered through our easy and implementable Trend intelligence System

Executive summary from our Managing Director

Book A Call To Find Out More Now!



The Spot

Top 8

3

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

— @wiid_design

1

What to Spot

Cork Entering Household Goods

Cork wine coolers & ice buckets designed by South African Design Studio Wiid. Cork is an excellent insulator and therefore this natural and sustainable material is perfect for keeping all types of beverages cool for extended periods. Keep an eye out for Cork entering the household goods market quickly.



— @nathaliedeboel

What to Spot

Grounded Classicism Using Artisanal Methods

Belgian interior architect Nathalie Deboel strips things down to essential elements in Nomad, her first furniture collection.

Each piece in the Nomad collection requires a certain skill set and the overall aesthetic combines a highly grounded aspiration with a classic style.



4

— @sageandclare

What to Spot

Diagonal Stripes As Wall Art

Artisanal and bohemian homewares brand, Sage & Clare based in Melbourne, adapts our forecast Diagonal Stripes into highly textural and colourful piece of wallart. We predict Diagonal Stripes to be a popular pattern to create a 70's mood in



2

— @barefootgypsyhomewares

What to Spot

Artisanal Designs Entering The Low End Of The Market

These charming Turkish Cushions by Bare Foot Gypsy Homes are handwoven by artisans in Turkey. Neutral and contemporary hues serve a perfect layering item congruent with both bed and living settings. Artisanal decorative products will maintain in the top and bottom end of the market.



5



— @pojstudio

What to Spot

Modern Japanese Craftsmanship

This incense set by Poj Studio is handcrafted by artisans in Japan and comes in a beautiful copper can that can also serve as an incense plate. Compact and unique, the quiet forest inspires the "Relax" scent, connecting us to nature. We predict a rise in innovative and authentic grounding home goods in 2021

— @hmhome

What to Spot

Multi Purpose Living Spaces

Living, entertaining or working — this is where it all happens. Post pandemic trends will drive and increase for multi functional and open spaces to accommodate various needs within the home. We predict the value speciality market will adopt this interior trend quickly, showcased here from H&M Home.

6



7



— @communepottery

What to Spot

70's Inspired Hand Made Ceramics

Colour block combinations, patterns and geometric shapes are and inspiration for the small batch and decorative ceramic brand Commune Pottery. We love this playful mug hand-painted with a heavily inspired 70's palette and rainbow design. We expect small-local businesses to adapt the 70's wave in 21 through to 22 at a high velocity.

8



— @boheminteriors

What to Spot

Highly Floral Upholstery

We call this mood Gypsy Chic- showcased here by Bohemian Interiors. Achieved by interpreting eastern European crafted elements such as a mix of polarised cultures. Mixing of patterns will energise this romantic aesthetic. We forecast a strong commercial interpretation over the coming 12-18 months.



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Jan 2021 Issue

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— Yeti Furniture By Sphere Studio