

MC&Co

T R E N D
INSIGHTS & OBSERVATIONS

December 20 Issue

2020 MACRO TRENDS

Essential trends you need to know for 2021 and onwards.

OUR PRODUCT OF THE YEAR

A Deep dive into a favourable and pioneering design of 2020.

Report Previews

*January 2021 Forecast
Report Insights*

HOW TO KEEP YOUR TRIBE IN 2021

Let's talk aspiration.



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Editors Note

As our December I+O Issue came together, we reflected on and digested the research we engaged in during 2020. When Covid-19 directed us into the digital realm, we had lots of high expectations and ideas, but journey had no visible end.

This year, we have created 19 reports, many of them familiar and regular trade fair forecasts. Some of them are new and exciting assignments, adding to our Signature Report collection. So for our final I+O of the year, we're thrilled to share significant and influential trend-worthy insights from 2020 to take you into 21 and beyond.

Social and global factors have profoundly influenced trend during this turbulent year, so it is no surprise that during environmentally conscious times, tones of Green are strengthening in decoration for 22/23. From a business perspective, many B2C relationships have been challenged as society's needs and desires shift. Whilst some have adapted and reconstructed their model; unfortunately, others could not. Now more than ever, it is essential for a business to know its audience intimately, and in this issue, you can find out how to connect with your audience in 2021.

As we enter 2021, the global pandemic, climate change, social movements and politics will continue to shape and force us to re-imagine functionality and purpose in home and interior design.

We look forward to sharing these re-imaginings with you in 2021.

Our 3 Key Macro Trends From 2020

Let's talk Macro Trends.

We share with you just a few that we have observed and assessed this year, and their importance for 2021. Words By Michael Cleghorn

Over 12 months the team at MC&CO Trend have qualified 165 moods for 2020. We have explored ten major Trade Fairs, scrolled through over 20,000 images, including print and social media, and have observed product releases from global wholesalers, retailers and leading designers.

This year we have seen an overarching focus on harmony, which leads to our first macro trend reveal- Non-Binary Forms. Throughout 2020, masculine and feminine structures have been moderately even during the course of our research. By masculine, we are describing designs that reflect angular forms and a strong silhouette, whilst feminine is soft and cocooning.

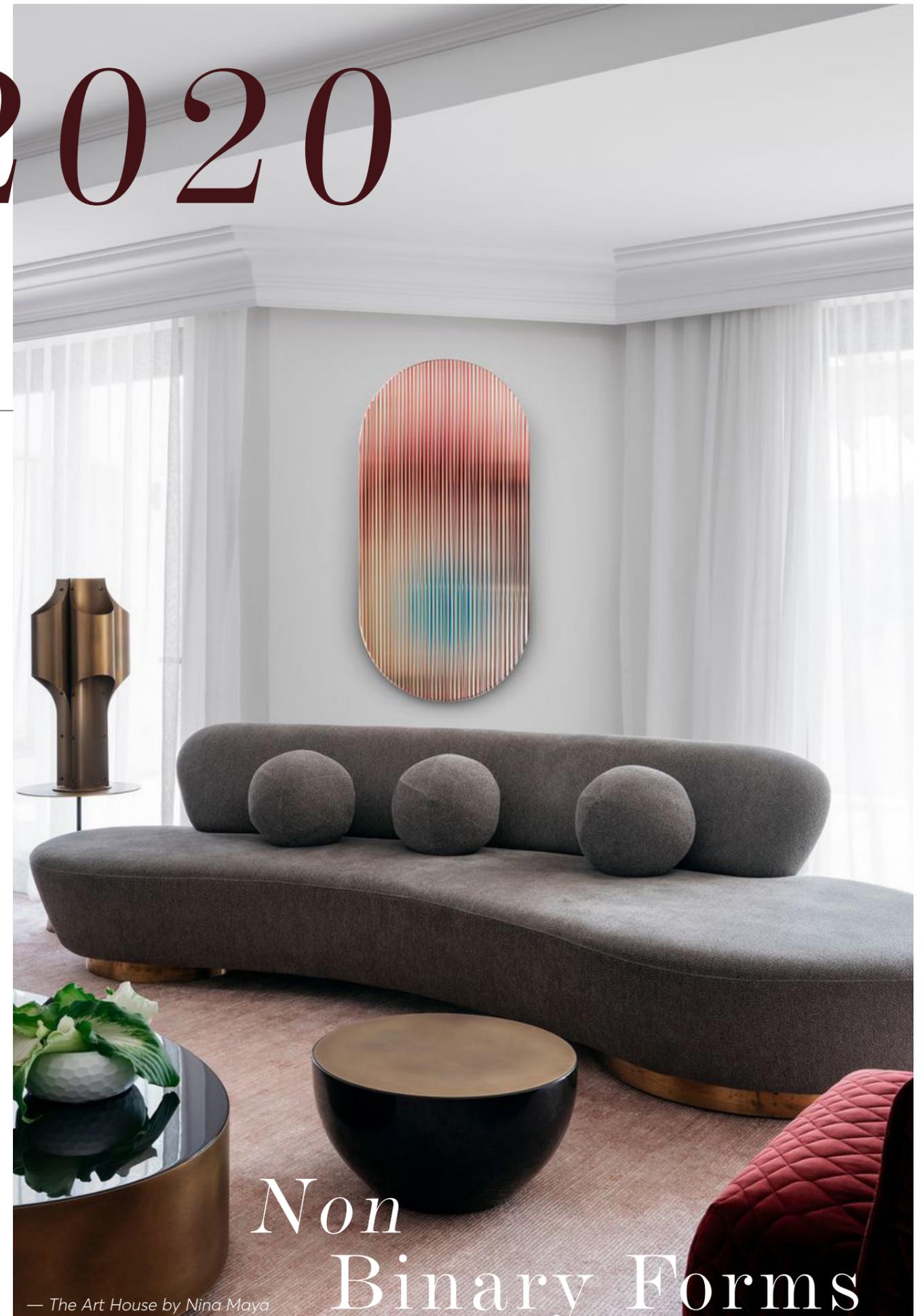
We observed furnishings and homewares that are conventionally sharp, now blending with soft elements, resulting in androgynous products. Items demonstrated strength in the form and adding softness by curves in upholstery, bold and heavy lighting showed a feminine attitude through robust curvaceous configurations, and round bases softened the strength of the chamfer.

Five designers at Highpoint reflected this mood in October, Thayer Coggin, EJ Victor x Ellen Degeneres, Bernhardt, and diamond sofa exhibiting this emerging trend in wood and upholstered designs.

As the radial shape strengthened so did non-binary attitudes- this softer and more feminine approach to contemporary interiors is one of the fastest growing trends, proceeding to gain momentum and velocity. Masculine and feminine forms will continue to evolve, whilst this blending to form non-binary attitudes will gently and subconsciously emerge for 21 as social attitudes change around gender.



— Muskhane



Non
Binary Forms

— The Art House by Nina Maya



This page clockwise:
 — Bloomingville
 — Afari Of Sweden
 — Nest
 — Bloomingville



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Artisans Over Machines

The sense of the artisan, the feel of the hand, and attention to detail is one of the most influential movements we have noticed this year.

Its manifested in delicate details, tie-dye textiles, weaving or the return of softness in serveware. The blending of artisanal methods and contemporary designs offer a unique buying experience and provides opportunities for the artisanal craftsmanship.

Mantas Ezearay showcased artisanal methods this September at Maison et Objet, applying natural sedimentary layers into luxurious cashmere scarfs. Reactive glazes were also essential at this year's trade fairs, exhibited by HK Living & Bloomingville. At Highpoint, we took a particular interest in artisanal weaving. Palecek, Four Hands, Selemat, and Kenneth Cobonpue all highlighted this technique in their product offering.

We forecast artisans, crafters and craftsmanship will continue to influence design across all aspirations, as honesty and authenticity drive all aesthetics for 21/22.



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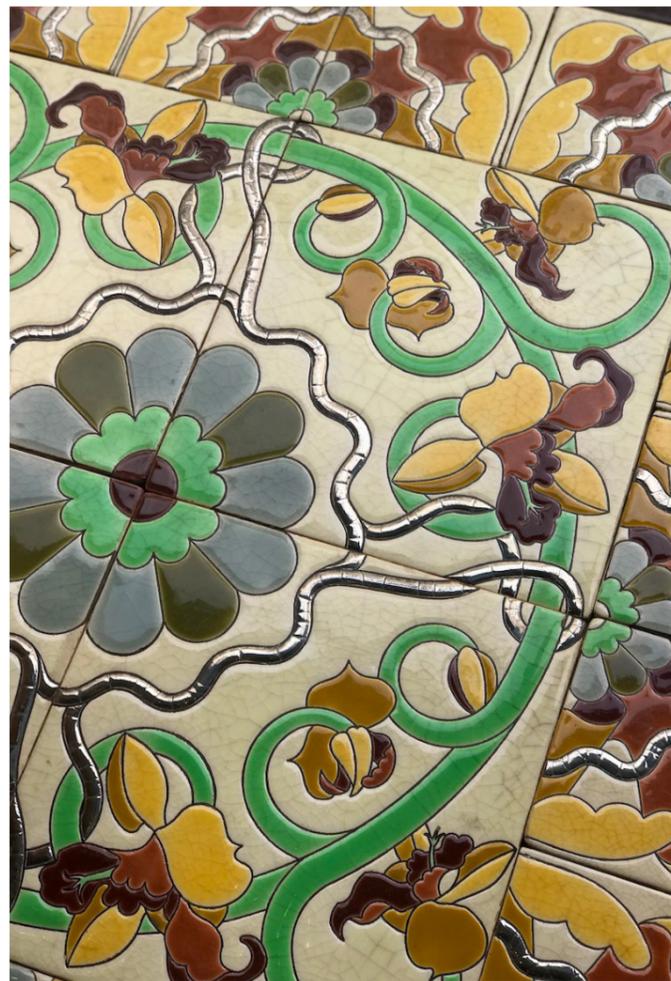
Forwards & Backwards

Influencing trend over the last five to seven years has been the Art deco movement with rich colours and exaggerated upholstery reinterpreted into the commercial market.

This year we have noted a rise of the Art Nouveau and Belle Epoque designs, moving backwards from Art Deco. The detailed artwork is adapted and refined into wallpaper, bed heads and is gradually appearing in hospitality venues.

Moving forwards from Art Deco, we enter into the 1930s' which we have named 'Streamline Moderne'. Not far after the Bauhaus movement, industrial and highly functional techniques became accessible, allowing the craftsman to produce furniture at a much lower cost as metal became a popular choice of material. We note the polarisation of highly decorative elements of Belle Epoque and the simple industrial form of the 1930s'.

For 21/22, we forecast Art Nouveau and Belle Epoch designs interpreted into minimal artwork whilst the 1930s' will continue to appear in a more non-binary form.



Another trend we have been obsessed with is Mid Century design. We see this moving back to the 1940s, Hollywood style, reflected in tones of gold, white and metallics. Heading in the other direction, we see influences from the '70s and the '80s. This mood is powerful and started at Septembers' Maison et Objet and have watched it move at a high velocity in the home and furniture market, presented by HK living and Kelly Wearstler.

Also evident through the re-issue of classic and iconic designs. 101 Copenhagen rereleased their Cobra Vase this year, a signature piece from the early 70s, the Camaleonda sofa from B&B Italia and the Asmara sofa from Lignet Roset. Other 70's signifiers are continuous floating shelves, ceramic ornamentation and figurines.

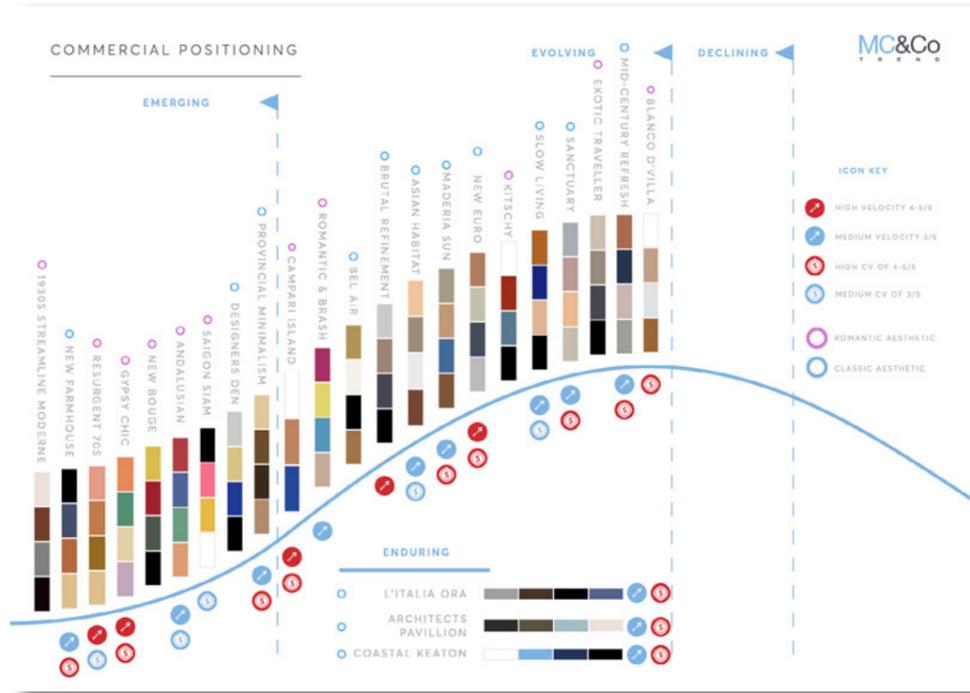
We expect the 70s' and 80s' trend to emerge quickly in 21/22, perhaps revolutionising the Mid-Century obsession.

This page from the left:

- Crate & Barrel
- Dierdre Dyson
- HK Living

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Our Interior Trends Forecast By Moods

Preview

181 pages of inspirational moods

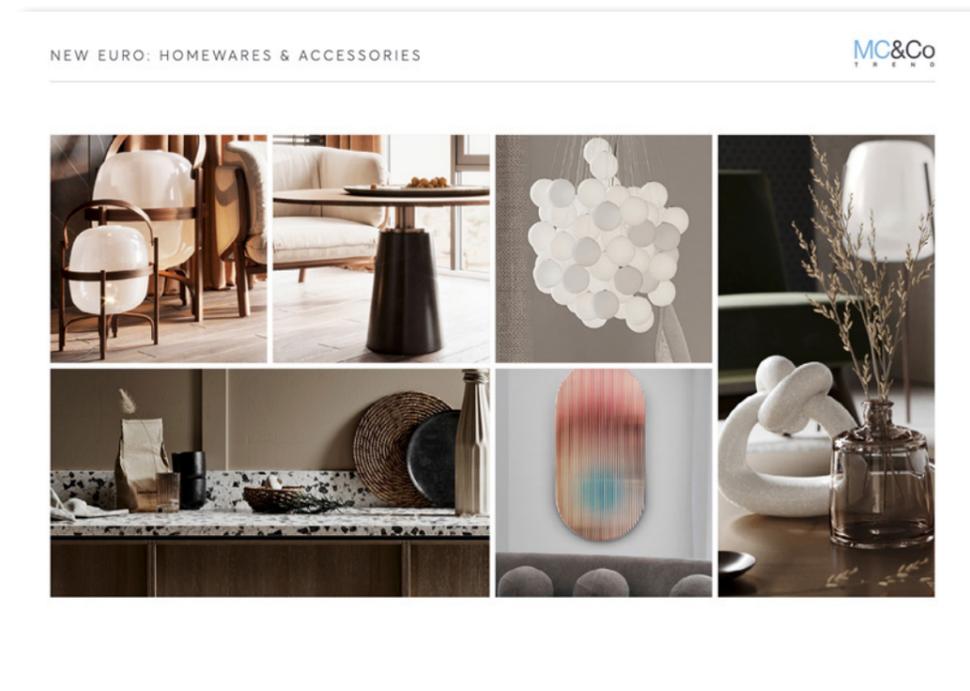
Quick Executive summary- The Macro Trends

25 important moods

Defined by 6 Key Aspirational Segments – Our robust process

Filtered through MC&Co's easy to understand Trend Intelligence process.

Join The Waitlist





The Blitz

As I reminisce over favourable and impactful product designs over 2020, I think about the Kumanec vase by Faina which has been quickly interpreted by many other designers throughout the year, and the Solden Chair design by Gebrüder Thonet Vienna- a forecast shape for 21/22. But nothing has quite stood out to me as much as the Blitz table and The Cutter Chair by Italian Architect & designer, Mario Bellini.

Geometric and minimalistic, the Blitz designed with origami shaped legs is detachable to utilise form and function despite its grander size. Each table is individually laser branded, available in an exclusive 100 pieces.

This great design is combined with outstanding sustainability and durability, thanks to the rapid growth of Bamboo.

Released at the same time, and inspired by the idea that every design starts with a cut, Bellini introduces The Cutter. Its silhouette is not solely for aesthetic, but also function. The architectural 'cut' offers superb frontal seating position as well as allowing the occupant to move on the side whilst fully supported.

These futuristic designs paired with traditional wood grain qualities of B&B Italia are unconventional choices for the home. They do, however, reflect the evolving desires for functionality, longevity, and escapism, which perhaps suggest why they have etched so clearly into my memory for 2020.

Words By Michael Cleghorn, CEO

Mario Bellini



The Cutter

Growth In Green



— Fenten & Fenten



THIS PAGE CLOCKWISE

- Roche Bobois
- Anthropologie

During environmentally conscious times, the importance of Green and its association with nature make it a colour of great significance for 22/23.

Intrinsically organic and lush, Green in its brightest hues are powerful yet serene. Its youthful whimsical tones are fun and energetic, whilst the soft and modest leafy hues are peaceful when complemented with verdant darker shades. Green delivers a soothing flourish to a palette and connects us to the outdoors.

Next month we are releasing our Colour Forecast for 22/23, and we forecast six new Green tones- we observe three soft and peaceful tones, as well as three new fresh and vibrant blue tones for the next 12-18 months.

ENDURING PAlettes 22/23 MC&Co
TRENDS

	SUMMER ENERGY	TRANS SEASONAL ENERGY	WINTER ENERGY
ENDURING DUO	DENIM MAINTAINING CORE, ASH MAINTAINING CORE	CARAMEL MAINTAINING ACCENT, COFFEE MAINTAINING CORE	FLINT MAINTAINING CORE, JET MAINTAINING CORE
ENDURING TRIO	DENIM MAINTAINING CORE, ASH MAINTAINING CORE, FLINT MAINTAINING CORE	CARAMEL MAINTAINING ACCENT, COFFEE MAINTAINING CORE, SEAWED MAINTAINING ACCENT	FLINT MAINTAINING CORE, JET MAINTAINING CORE, OLIVE MAINTAINING CORE
ENDURING COMBO	DENIM MAINTAINING CORE, ASH MAINTAINING CORE, FLINT MAINTAINING CORE, AURORA RED FORECAST CORE	CARAMEL MAINTAINING ACCENT, COFFEE MAINTAINING CORE, SEAWED MAINTAINING ACCENT, LATTE MAINTAINING ACCENT, SANGRIA MAINTAINING CORE, PEA FORECAST ACCENT	FLINT MAINTAINING CORE, JET MAINTAINING CORE, OLIVE MAINTAINING CORE, SHIRAZ MAINTAINING CORE

Our Colour Forecast Report 22/23

Preview

Over 90 pages and over 20 shades of any one colour
 Quick Executive summary- The Macro Trends
 Visual representations of how tones are applied in interiors
 32 Forecast Tones
 8 predicted Colour Palettes for you to interpret and be inspired

Join The Waitlist

MC&Co
TRENDS



MATURE/MASCULINE
 THE ENDURING PAlettes

We offer nine palette variations within the Mature/Masculine Quadrant.

Starting with a duo palette, we then provide a trio colour variation followed by a multi-tone combination.

We also differentiate each colour palette by seasonal energy:

Summer Energy- Warmer climates and seasons.

Trans Seasonal Energy- Relaxing and calming these tones allow you to bridge hues between seasons.

Winter Energy- Colder climates and seasons.

If your products aspire to be conservative and lasting, then we advise that you work with our enduring palettes.

Suggested colour applications and usage can be found within the preceding pages in this report by colour.

CARAMEL MAINTAINING ACCENT	COFFEE MAINTAINING CORE	FLINT MAINTAINING CORE	JET MAINTAINING CORE	OLIVE MAINTAINING CORE
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Want to grow & keep your tribe in 2021?

Let's Talk Aspiration

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

What is Aspiration? It implies a striving for something higher, a hope or ambition of being something more or achieving something greater. It is also the key driver for consumer decision making.

As designers, product developers, service providers and buyers, aspiration is what we aim to offer our customers and clients. What we create must align with what they aspire to be and what they want to achieve. It's not the product or the service itself that they buy, it's the emotion that surrounds it they buy into. It is aspiration that leads drives purchasing decision.

The first step with when developing, designing or sourcing an offering is to identify your target audience, to create a persona for the end user. From there, every touch point of communication – logo, packaging, language and tone of voice, visual merchandising, social media, digital strategies, advertising and promotions – must be considered in light of who your target audience is. Effective marketing is about communicate your message in a way that wins the hearts and minds of your ideal customers. Your goal isn't to sell a product, it is to sell a lifestyle dream. When you sell to aspirations and create a subliminal connection that speaks to the heart of the consumer, customers follow.

Understanding and focusing on aspirational segmentation is crucial in these uncertain times.

They reveal not only how different people aspire to exist, but more importantly, how they wish to be perceived. These aspirational segments are the most important aspect of trend identification today.

In a world of self-curated media, these aspirational segments are quickly developing into aspirational communities, or tribes, that unify and drive both individuals and group styles. And with social media playing such an important part in communication strategies, where our 'feeds' are full of products that reflect our personality profiles, it's even more important to focus on aspiration and lifestyle as opposed to product, price and brand.

Global and community trends are driven by confident strong statements from designers and businesses, those who own who they are. If you are trying to be too many things to too many people, your message is diluted, and you will end up appealing to few. A consumer journey starts with function – a need or want to find a solution. Function is followed quickly by style or aesthetic – do I like how it looks? And then it moves on to value. Not price, but perceived value. If you focus only on function and value, you will miss out on the unquantifiable factor that is emotion. And understanding the emotional triggers is based on knowing and understanding who your target audience is, and what your brand messages are.

When used in conjunction with demographic and psychographic profiling, aspirational segments provide an excellent opportunity for you to focus on the exact persona who will purchase your product or service. >>



— Ralph Lauren

This Page: Middle Top, Anthropologie, Middle Bottom, West Elm Top Left Greg Natale

If you lock into the emotional drivers behind each of the key aspiration that aligns with your offering, you can create truly authentic, focused and commercially viable product concepts and designs. Your aspirational segment will drive every touchpoint. When designing a product or service, which aspirational segment are you appealing to?

ORDERED: Aspires to be structured and strategic and seeks comfort and order. Functional design suits their mindset, and they admire architectural lines. They see value in design and feel comfortable with more classic, long lasting items. They are more likely to wear or aspire to wear, Armani than Versace. This persona is not generational or income-related, it's a state of mind.

NOSTALGIC: Seeks comfort in the past and celebrates history. With a retrospective focus they value revisiting past design trends and like to explore vintage.

ESCAPE: Has a relaxed and friendly vibe that is collaborative and welcoming. They seek good time and enjoy travelling and the outdoors.

PLAYFUL: A sense of cheerfulness with a rebellious undertone. They love colour, humour and whimsy because they love to be noticed and they value light heartedness.

OPULENT: Desires luxury and loves expressions of glamour. They are sophisticated and worldly, often well-travelled and they see value in a visual, cosmetic expression of themselves.

GROUNDING: Aspires to an earthy, spiritual and healthy lifestyle where there is meaning and connection. An independent thinker they value authenticity and artisanal-based product.



Once you have a clear picture of your consumer tribe you can create the aspiration communication strategies that will appeal to your ideal buyer - The Innovator, The Pragmatist or The Decorator.

The Pragmatist is concerned with function. They're not particularly interested in aesthetics, what they purchase doesn't need to coordinate and match or be appealing to the eye. It just needs to function, fulfil a need and provide a solution. These Pragmatists make up the largest part of the consumer market but the spend per item is of a lower dollar value.

The Innovator creates their own style. They will mix and match – choosing a sofa from Space Furniture and a coffee table from Ikea - and it will look fantastic. They have the confidence to pair antiques with contemporary, uber brands with high street labels and create their own look.

The Decorator wants to express their personality through the things that they surround themselves with, and it is this consumer who will spend the most on the products that are aspirational for them. When you're talking to The Decorator you may also reach The Pragmatist if the product and price is right, but you will only reach this most sought after consumer - The Decorator - if you sell the lifestyle that goes with your product or service. Show them how wonderful it feels to make this purchase. The Decorator needs a visual of the aspiration so they can picture your product in their home or in their wardrobe or imagine how your service will enhance their world. If you speak to The Decorator, appealing to their aspirations, you will reach the Pragmatist and the Innovator at the same time.

So who is doing it well? Ralph Lauren for one. He knows who his customer is, and he knows the aspirational triggers that keep his tribe loyal. Three Birds Renovations knows exactly who their customer is and deliver the perfect messaging to build their tribe.



Greg Natale sells his style, he has always made a strong bold statement. He knows his customer and his tribe have found him. Pottery Barn, West Elm and Anthropologie are all examples of retailers who have a fantastic understanding of their client base and communicate with their aspirations very effectively.

If you are not speaking to the aspiration, you are missing out on the opportunity to create something special. When you communicate to the aspiration psyche, it will follow that your tribe will increase and in turn your sales will increase. It is so easy today, as buyers, product developers and interior designers, to forget to focus on aspiration. We get so consumed by data and process, which are important of course, but we lose sight of what the customer wants. We need to remember to consider the aspirations of our target audience when designing or sourcing products, developing design stories and formulating our service offerings. We must put ourselves in our customers shoes and inspire them. Remove our own aspirations and desires and focus of the desires of the customer.

Remember whilst the quality, design and efficiency of your product or service it vitally important in terms of delivering on your promise, selling the aspiration and creating an emotional connection with your consumer is the key to creating, building and maintaining your tribe.

Christmas With MC&CO

Find out what Christmas this year means to the team at MC&Co.



This Page: Crate & Barrel, Middle Top John Lewis, Right Sophie Conran



It has been an enormous year for myself and my husband- entering the digital realm has been exciting, but of course, it has had its challenges. Christmas for me this year is simply about taking time off and spending lots of time with my *wonderful, fabulous, gorgeous and lovely* mother.

— Michael Cleghorn

It's been a big, crazy year- so I'd like to have a Christmas break which is the complete opposite. A quiet Christmas day with Michael and Oscar, our Schnauzer, connect with family and enjoy many long days on the beach, *with a sensible packed lunch.*

— Steven Worthy

Due to the current global situation, Christmas this year to me is about giving thanks and thanking those who have surrounded me during this past year, providing comfort and a mutual support system. These times have highlighted the importance of friendship and the appreciation I have for those around me.

— Daisy Bradford

This year I have decided to *provide* rather than *gift*- preparing lot's of thoughtful and creative meals to share with the family is at the top of my list. I have come to realise how much time and love my parents, and in-laws have dedicated over the many Christmas' we have shared together and I am looking forward to giving back. Spending time away from all types of screens is also at the top of my list- 2020 has forced an enormous shift into the digital realm for many of us and during the holiday break I hope to do more reading, *on traditional paper!*

— Samantha Nowell



It's my grandson's first Christmas this year, so it's all about family and spending time together. Leo's arrival has reignited my passion for Christmas, and I am incredibly excited about decorating our home in shades of green. Silver will be our foundation colour with accents of fresh Pea & luscious Emerald Green. I have gone completely Christmas crazy- metres of fairy lights, garlands dripping with baubles weave their way up to our stairwell, and our tree is filled with delightful fun gifts for our family & friends- all wrapped in paper & ribbon to

— Danni Hosking Hayley

Christmas is always bittersweet as I soak up the sun on remote beaches in Australia, while away from my family in America. I was lucky to visit them in Colorado last year for the holidays and experience the magic of a white Christmas, so this year is challenging considering the extraordinary circumstances of 2020. I think Christmas 2020 is about creating spaciousness and focusing on rejuvenation. I'm sure many can relate, but this will be my first major holiday in 12 months – so as much as I am gutted being away from my family, I will do my best to sit back and try to recuperate my energy!

— Bryn Newman

The Spot Top 8

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

– @thewoodroom

1

What to Spot

Non Binary Forms & Lineal Markings

Designed in Australia using sustainably sourced wood, this table from The Wood Room unites masculine and feminine forms to create this robust and non-binary shape. Watch out for lineal markings in timber; we expect this to emerge.



2

– @handelsmannkhaw

What to Spot

Forecast Colours / Pastel Yellow & Tea Green

This Outdoor entertaining area in Watsons Bay, Sydney, showcases two forecast colours featured in the 2nd Edition of MC&Co Trend Colour Forecast 22/23- Pastel Yellow & Green. Beachfront house designed by Handelsmann & Khaw interiors.



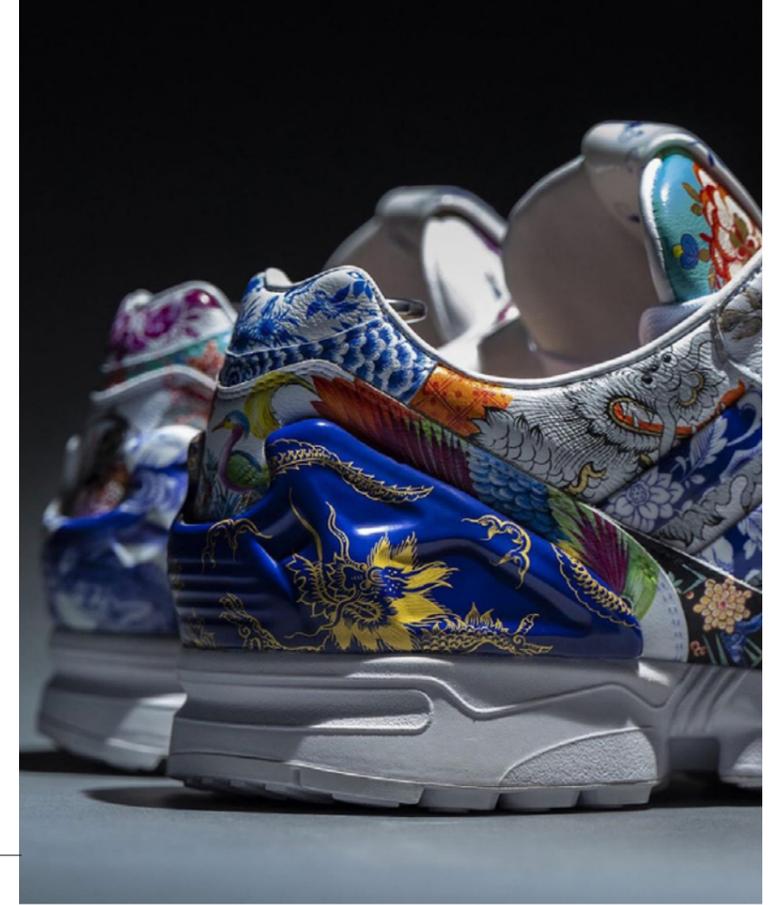
3

– @meissen_porcelain x
@adidasoriginals

What to Spot

Artisanal Ceramics Interpreted In Fashion

This ceramic collab with Adidas mixes intricate artisanal techniques with highly commercial fashion. Ceramic plates painted with detailed drawings are reminiscent of our forecast Saigon Siam movement. This collaboration further supports our prediction of emerging artisanal methods.



4

– @thirdwheelceramics

What to Spot

Artisanal Pretty & Grounded Ceramics

Sister duo creates handmade, functional wares from Canadian-sourced clay, crafting every piece themselves by hand from start to finish. We love this grounded, and raw finish contrasted with the nostalgic hand painted flowers.





— @kare_design

What to Spot

New Bouge Entering The Residential Market

We have been reporting on Art Nouveau and Belle Epoch for the last 6 months- we now see it emerging within an opulent and conventional style, showcased here by Kare Design.

— @deerstedt

What to Spot

Mid Century Shape Transformed

A much-needed transition from the mid-century obsession moves toward the 1970s. Deerstedt transforms a Mid Century shape into a playful and 70s' inspired pendant using a retro colour palette- *And we love it!*



— @kanjuinteriors

What to Spot

Artisanal Homewares

This highly textural accessory by Kaju Interiors takes inspiration from traditional African techniques and materials to create very commercial products for Western society. Take note of the organic shape, with no two items being the same. We call this 'a no-lose look' and continues to be one of the most popular trends and will persevere across all markets within the next 12-18 months.

— @jannelli_volpi

What to Spot

Heavily Patterned Wallpaper

We report on highly graphic wallpaper in our Moods reports which will be released in January 2021. This fresh botanical wallpaper by leading Italian wallpaper designers, Jannalli & Volpi, creates an eclectic and grounding mood. We forecast graphic patterns to become highly commercial over the next 12-18 months and energise romantic.





—
Dec 2020 Issue

MC&Co
T R E N D

