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TUESDAY TIDBITS - July 16, 2019



From the Runways to the Home

We have always realized that there was a well traveled pathway to design inspiration. Whether it be inspiration coming from Europe to the Americas, the fashion runways to gift / home, or from automotive to household appliances. The expansion of the online community is shaking up what have always been expected transitions. It's not that we need to put away all that we knew about how design inspiration works, it's just that we have to take into account the manner in which accessibility to information and the online influencer(s) may be affecting those transitions. Let's take a look at some of the traditional pathways as well as some changes that have been seen based on influence from new places.

A recent article by Maya Adivi of Glowsly pointed to high fashion runway designs making headway into our everyday life. The very bold florals used on global runways, in very far out styles for shock effect, are now appearing in more friendly, appealing, everyday styles on home decor items and softgoods. The online community is affecting this traditional transition by speeding the pace at which it is happening and in some instances, due to the broad availability of information to the basic consumer, it is also modifying the end result a bit.

Realistic florals are showing up in bright bold colors, soft pastels, and shown as extra large blossoms. Flowers have never gone out of style, but now roses are blooming in reds, yellows, pinks and white. Not to be overlooked are the lilies in whites and purples. Hearts that were shown on evening wear and sports clothes in reds are being shown as folk art, juvenile, primitives, or even abstracts, and yes in pastels. These are just a few crossover trends noted that are becoming very evident in quilting fabrics.

American Quilt Retailer writes that other trends to be on the lookout for are the changes in Ombre, once thought of as a simple solid color transition, they are now being incorporated in many elements of design. This is one trend that the website designers picked up early and therefore may have quickly become a design element that consumers were acclimated to.

Farm House collections that were once bright and multi colored are now in black and white with pops of color. At a trade show I just returned from many of the farm animals I saw were shown with floral

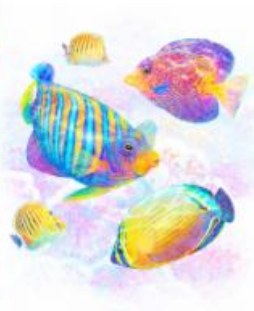
wreaths on their heads or with flowers draped on other areas. The deep blue sea is continuing to show more under utilized ocean animals, but are also incorporating much more coral in their nautical designs. Succulents are still with us and making a strong showing, as is Granny Chic. Animals are always popular, but be on the look out for many more jungle, safari and tropical themes.

At that same trade show, the first thing that literally popped out at me was the extreme use of colorful bling and glitz. I personally believe that this may have been influenced by the popularity of the changing sequins. Think of those fun pillows and t-shirt adornments that let you swipe your hand across a sequined design and have it change colors to a new design entirely.

This looks to be very exciting join us as our designers come up with new designs to help you plan for your next season.

Julie

Michael W. Shelton



JENNIFER WAMBACH



Sharon Lee



**WE LOOK FORWARD TO SEEING YOU THIS YEAR
AT ONE OF THESE UPCOMING TRADE SHOWS!**

International Quilt Market

October 26 - 29, 2019
Houston, TX

Client Visits

We will be making regional visits to see our customers in 2019

Please let us know if you would like to
schedule a meeting while we are in your area.

Email us at Julie@Artsdg.com

If you would like to check out our collections, or have a specific need we can help you with -- please visit our website at www.artsdg.com (with new works being posted all the time) or drop us an email at info@artsdg.com.

We look forward to hearing back from you!



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