

Home & Garden

Autumn Snapshot 2014

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Noticeboard

Ikea Reflects...

Ikea's new 'motivational mirror' is part of a revolutionary pilot scheme to target homeowners with tailored pick-me-ups. We say that anything to make the Ikea purchase experience more pleasurable has got to be a winner!



We LOVE this!



At Grannies Inc. customers don't just choose a product, they can even choose the granny who knits it! Their knitwear arrives with a customised message from the granny. **Genius!**



Which?

The Best online shops...

From a survey of 10,500 members, Which magazine have just published the best and worst online shops for 2014. Congratulations to John Lewis, Screwfix and Toolstation who make it into the top 20.

Online shops rated by their customers

Online shop	Customer score
WEXPhotographic.com (66)	91%
JohnLewis.com (1328)	90%
LizEarle.com (119)	89%
FicherSounds.com (85)	89%
AO.com (190)	87%
Lakeland.co.uk (239)	87%
ToolStation.com (174)	87%
ChainReactionCycles.com (62)	86%
CoopElectricalShop.co.uk (109)	86%
Abebooks.co.uk (335)	85%



A golden Autumn for garden goods...

The Indian Summer has generated healthy increases in garden categories with Furniture and Barbecues up 19%, outdoor plants up 14.6% and garden sundries up 12.5%. Hard landscaping were the overall winners with sales up 27% for September

Source GCA m/e September 2014

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Trend spot

Autumn 2014 / Spring 2015

KEEPSAKE

GARDEN



The Country Charm trend is not a new one, but it continues to evolve in new and interesting ways. Today the look is a blend of old and new; vintage colours and patterns mix with new interpretations and a distinctly European flair. Patterns of cabbage roses and penned love letters sit alongside ornate birdcages and love birds. Vintage lace echoes patterns on pierced metals and ceramics. Subtle shaded hues complement both new and vintage elements.

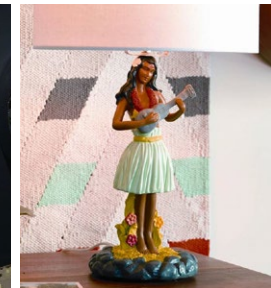
Neoclassical Revival

Poised to become an important trend again after an absence of nearly 25 years. Forms are iconic and familiar, often based in Greco-Roman sculptural and architectural references; pillars, busts, ornamental fragments and mythological figures as well as cherubim and archangels. The palette is predominantly neutral, with hues of ivory and stone.



Photo via Restoration Hardware

AMERICAN NOSTALGIA



This trend is generously infused with the sunny outlook of mid-century America and full of memorabilia, colour and humour. The trend looks with wit and whimsy at many aspects of the American experience, from camping, cooking and cocktails to diners and drive-ins.

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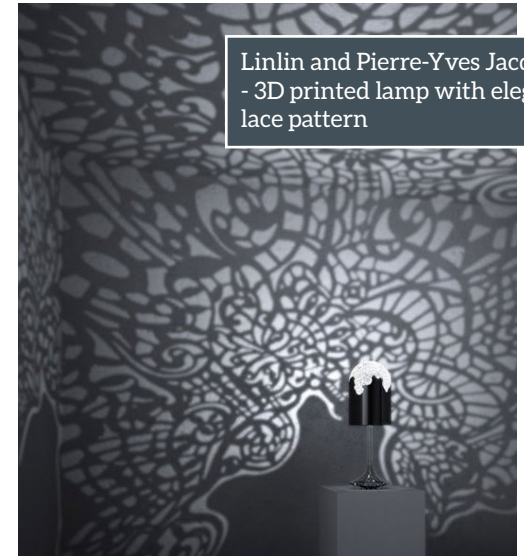


weird & Wonderful...

Space Saving Chair
by Judson Beaumont



Yellow Tree Restaurant
New Zealand



Linlin and Pierre-Yves Jacques
- 3D printed lamp with elegant
lace pattern



Literary planters



Guerrilla "street" art pieces,
Jim Bachor, Chicago



Waitrose glow-in-the-dark
Halloween Roses

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Helping the purchase decision

The 'watering' category is notoriously difficult to shop but full marks go to Hozelock and Karcher. Their POS has gone a long way towards making navigation easier.



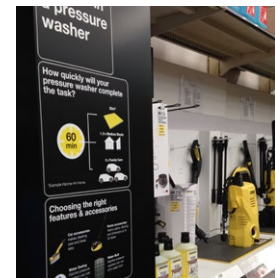
Hozelock

Hozelock's 3D header board and colour coded packs do a great job in helping consumers to assemble their ideal watering system.

Best Practice...

Karcher

Karcher's fixture information is simple and concise, helping consumers to make their purchase decision on a relatively high value item. Their revolving stand neatly holds the relevant parts and connections making them readily accessible.



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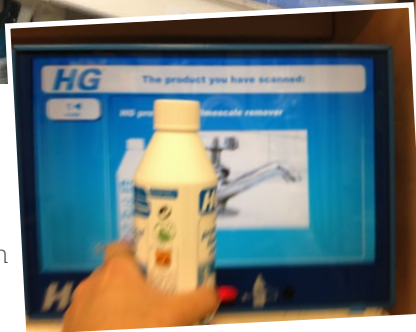
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Easy to Shop Displays

Here's some excellent displays that look great and help the consumer purchase decision...



The varied and complex HG range is made easier to shop with a colour coded shelf system and a digital screen. Simply by scanning the screen gives you all the product information you need.



Bulb Boxes

The drawers and beautiful colour photographs make it easy to choose Spring bulbs.



What's in-store



So Soda...

SodaStream has well and truly shaken off its seventies image with this clean and contemporary display in Leekes. Strong colours and modern typeface has given the brand a 'designer' feel and standout in-store.

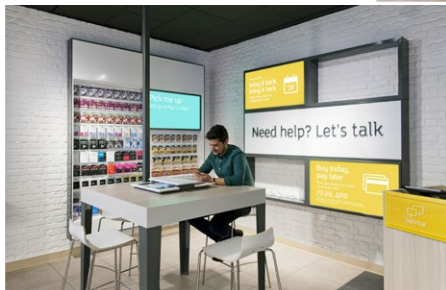
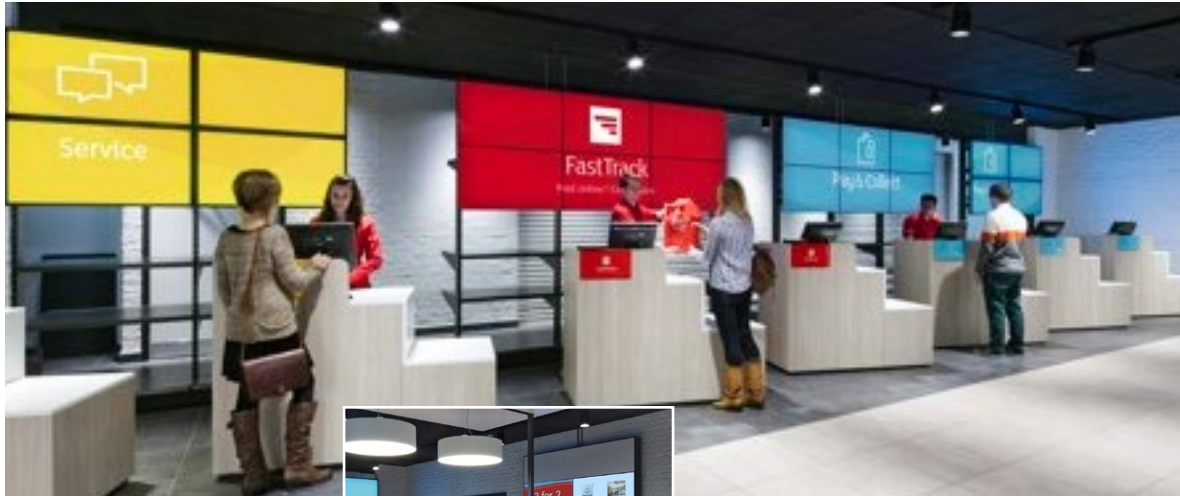
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Digital Developments...

Argos is currently opening 6 hotly anticipated digital stores before Christmas. With voice-activated computer systems, iPads, free Wi-Fi and digital screens the laminated catalogues and tiny pencils will be a thing of the past.



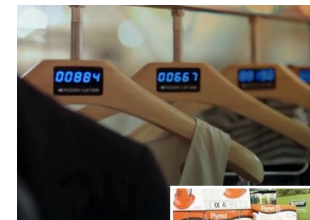
But it's not just Argos...even Countrywide Farmers are going digital with their new in-store touch screen catalogues.



What's in-store

Like it!

Retailers in Brazil are using new coat hanger technology that displays how many 'likes' a garment has on Facebook. Wouldn't it be great if other products could feature consumer reviews too!



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HIGHGROVE

When it comes to selling a lifestyle, no one does it better than Prince Charles! His Highgrove shop in Tetbury is a retail masterclass in creating a brand experience.

Case Study



We particularly like the 'peelable' graphic wall covering that can be easily changed with the seasons.

As you approach the shop, baskets full of autumn fruits and spices, jars of pickles and preserves and old fashioned watering cans set suitably a homely and rustic tone. When you enter the shop, scented candles and soft music help transport you into a rural idyll.

The 'Farrow and Balled' fixtures and rustic pine tables (that remind of the kitchen you've dreamt of) are laden with beautiful gifts for the home and garden. There's no rogue products - everything is original, of the same high quality and sourced responsibly, safeguarding local traditions

and crafts. The fact that all profits go to Prince's Charities Foundation means that the more you spend the more good you are doing!

Particular care had been taken to display associated products together. There were planters with seeds and watering cans and tools with gloves and hand cream etc, in fact pretty much all the products were displayed to encourage sales of related products.

As a shop that celebrates Highgrove's beautiful gardens, it's an unrivalled piece of retail branding.



personalisation

There are plenty of ways to choose paint colour, but the all-new Dulux Mix Lab (rolling out into Homebase stores) has taken it to a new level in terms of helping consumers make their choice.



Best Practice...

A simple step by step approach, panels to show the final finish and clear product information, do a great job of holding the shopper's hand to ensure they find exactly the right colour for their home.



Set designer Alun Davies art directed and created the colourful sets for the latest Dulux Experiments series, shot by David Standish and styled by Katy Lassen.



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The rise of the Wildlife Garden...

The HTA has reported that one in three people are now doing things specifically to encourage wildlife into their gardens - an increase of over a third versus 8 years ago. Also, a survey by IpsosMori showed that 75% of garden owners agree that 'it's important that their garden supports wildlife like birds and bees.'



Jordan's Wildlife Garden



Solut Insect Habitat

One to watch

62% of us now regularly feed the birds in our garden and nearly a quarter provide nesting and breeding habitats. This is reflected in the double digit growth of wild bird seeds and a whole raft of new product launches including Wildlife World's Hedgehog igloo (a finalist in the 2014 Gima awards).

Over the past 50 years Hedgehog numbers have plummeted from 36 million to around less than 10 million. Combined with the fact that hedgehogs are the public's most popular British wildlife species, it makes both conservational and financial sense for retailers to supply hedgehog products. Other products like Scotts Solus brands Insect Habitat will also help wildlife gardens flourish.

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Let us know what you would like to see next time...

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