

# Home & Garden

Spring Snapshot 2015

design  
that  
talks

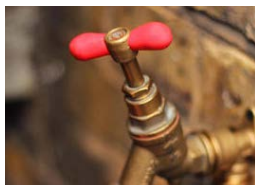
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Noticeboard | Trend Spots | Weird & Wonderful | In-store | Digital Innovations

# Noticeboard

## DIY Week Awards 2015 Winners

Congratulations to Sugru - DIY product of the year. It feels like PlayDoh and it's that easy to use! Just mould it to shape and it can be used to permanently fix virtually anything around the house or in the garden.



Soft touch and grippy



Flexible & mouldable



Stable at high and low temperatures

## BRAZIL FEVER...

With 2015 sandwiched between the World Cup and the Olympics, it's not surprising that interior trends are reflecting Brazilian culture and colours. Look out for tropical prints, vivid colours and patterns inspired by Brazil's colonial heritage.



placorn trends

## We love...

**Mrs Gleam** - a new range of eco-friendly cleaning products launched by a former professional cleaner and mum of four.

The quirky, retro-style packs remind us of our favourite Benefit make-up range and Women's Weekly ads that used to run in the '50s.



## HANDY CAMEL CLIPS

This beefed up version of the handy bag clip solves the biggest of the bag management challenges! It simply puts a handle on the problem and allows easy carrying, pouring and storing!



## CLEVER CLICKS

In an attempt to sell more household goods, Amazon has unveiled its new 'Dash Button' - the easiest way yet to re-order consumables such as washing powder, razors etc. Simply attached to cupboards or appliances and within a touch of the button your order is on its way. You'll never run out of loo roll again!



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# Trend Forecast

Autumn/Winter 2015

## mixed metals

Mixing metals such as copper and rose gold with cooler ones like silver is bang on trend right now and shows no sign of going away next year. Designers are no longer interested in matching metal finishes in a room preferring a less staged look instead. Glowing metallic wallpapers are being used to add warmth whilst metal is being worked into flooring and all kinds of accessories.



Circus by Cole & Son



# BOLD GEOMETRICS

This is another home design trend that keeps growing. No longer limited to wall and floor tiles, geometrics are now dominating textiles, light fittings and rugs with the synergy between colour and textile at the heart of the trend. Designers are looking at traditional crafting processes and modernising them with new materials and colour combinations. The result is a dramatic look that's striking and fun.

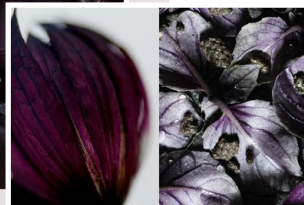
## THE DARK SIDE

## Handmade with LOVE

Our love of all things handmade, reclaimed and recycled is forecast to continue into 2016 and beyond. Pre-loved furniture pieces are unique with inherent charm and a warm, organic look and feel. When teamed with natural fabrics and materials, this provides the ultimate retreat from the high octane digital world.



- AMAZON JUNGLE  
G6-E1-1
- AUBERGE  
66
- CHOC BERRY  
R1-D1-3



Berry colours are a perennial favourite and always on trend. But for Autumn 2015 they're richer, darker and more luxuriant than ever (think Blackberry and deep Plum). Teamed with luxe fabrics such as velvets and satins, they add opulence to any room. Purple is also the colour of creativity and this trend is perfect for setting a new mood and creating a new expression.

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# weird & Wonderful

Your very own cityscape from Better View Blinds.



**RAINY POTS** Jeong Seungbin from the DailyLife Lab.



**CHANEL FASHION SHOW - WATERING THE FLOWERS**

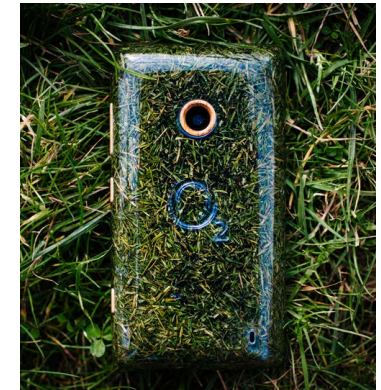
Watered with a quilted Chanel watering can, 300 mechanical flowers burst into bloom simultaneously!



Feng Shui is out - it's all about **SHAMANIC GARDENING** like this beautiful garden from New Zealand.



**TIME CAPSULE...**Nathan Chandler found and bought a home that had remained sealed since 1956, keeping its mid-century American interior perfectly intact.



Sean Miles, designer at DesignWorks, has created a one-off phone for O2 made out of grass cuttings from Twickenham Stadium.

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# Targeting the Novice Gardener...

It has been well documented that there's a knowledge drain when it comes to gardening these days. This is particularly true of the post-groundforce generation of gardeners (under the age of 45) who spend over £1 billion annually but are often baffled when it comes to gardening. To maximise sales within this group, it's important to understand what influences them and motivates them to purchase for their gardens. Here's some examples of how they can be successfully targeted...

## DEMYSTIFYING

Anything that simplifies is going to be a hit with novice gardeners. **Suttons'** new **Seed Tapes** are a great example making planting seeds almost foolproof (although they can't control the weather!) We also like **Weedol** Tubes which make mixing weedkiller to the correct concentration a breeze.

## ADDING CONVENIENCE

These consumers are notoriously time-poor, so any innovation that can help them reclaim their weekends will definitely encourage trading up. New **Cuprinol Spray & Brush** does exactly that, adding value to the garden woodcare category.

## EXCITE

Many traditional garden products are now being produced in a whole array of different colours and patterns often in collaboration with celebrity designers. These products can add value in traditionally static categories by tapping into the latest trends to drive growth.

## INSPIRING

We all love to be inspired by beautiful display gardens and they definitely drive sales. For maximum results with this audience, the HTA is recommending that garden centres create small, simple displays that are compact, manageable and based around a patio area. Brands should also bare this in mind when commissioning photography for their brochures, websites etc.

## THE LEISURE GARDEN TREND

With less outdoor space and less knowledge, we're seeing the rise of the leisure garden. Retailers have tapped into this trend with increasingly large ranges of garden accessories and leisure products that create additional sales opportunities that replace traditional plant sales. This year the Garden Industry Manufacturing Board (GIMB) will be touring city centres in a Battle Bus, showing simple people how easy it is to create a leisure garden.



William Morris Pattern  
- watering just got more glamorous



Hozelock Seasons  
- adding colour to the category



Sutton Seed Tapes  
- foolproof planting



Cuprinol Spray & Brush  
- saving precious time

# In the garden

## 2015 IS THE YEAR OF THE SUNFLOWER

Fleuroselect, the international organisation for the Ornamental Plants industry has crowned the Sunflower as the plant of 2015, creating promotional activity to increase sales. Mr Fothergill's is putting its weight behind the campaign by launching 2 new varieties, Sunny Babe and Buttercream F1 to its range.



trend spot

## BLACK FENCES

Black fences are enjoying a special moment in the spotlight. Black makes an impressive backdrop for bright spring greens and wintry golden foliage as seasons shift. They also complement the new ranges of rattan and metal garden furniture and zinc accessories.



Photograph by Maria Dremo Sundstrom

Photograph courtesy of Debora Carl Landscape Design.



Also on-trend are hydrangeas, nasturtiums and fuchsias offering gardeners colourful retro chic.

## Bigger plants

Thompson & Morgan's Paul Hansord says that in 2015, garden centre customers will be looking for bigger plants as this reduces work. This also ties in with the growth of large planted containers (which give instant colour) and the decline in sales of bedding plant packs.



BIG POTS

## Sweet Potato

We're getting more adventurous at growing our own. Sweet potatoes are now widely available as plug plants and could be the next big thing in home grown veg. Artichokes, asparagus and more interesting squash and pumpkins will be popular too...



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# In the Bathroom

According to industry experts, the bathroom sector is returning to recovery in key global markets, so we thought we would do a bit of trend spotting to see what's going to make a splash!

trend  
spot



Source: www.houzz.com

## FEATURE FLOOR TILES

A feature floor adds style without overwhelming the space - ideal for today's smaller bathrooms.

## NATURAL ELEMENTS

Drawing inspiration from nature is a great way to warm up a bathroom and create a calming vibe. Wood effect tiles are very popular and basins have been given a natural makeover with materials such as wood, bamboo and seashells.



Source: www.houzz.com



Source: Apartment Diet

## SMART TECHNOLOGY

Ideal Standard has just launched its revolutionary AquaBlade flush technology. There's no overhanging rim and the integral channel provides water flow from the very top of the bowl cleaning every part of the surface.



Source: Apartment Therapy

## GEOMETRIC TILES

Another major design trend that adds depth and interest to plain, neutral spaces.

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# Driving sales with social media

**44% of consumers now follow brands and almost a third of shoppers use Social Media to get advice or to leave their views.** The study of trends and habits by Future Thinking, highlighted the growing importance of Social Media in the 2015 Shopping Barometer.

one to watch



Karl Lagerfeld's new flagship shop is fully embracing technology with iPads fitted into the changing rooms that allow shoppers to take photos and share them on social media. iPad minis on display racks enable customers to pull off more information and explore the whole collection - this is key for cautious consumers.



Alexander McQueen's flagship store has touch tables which project images onto large screens.

With this in mind, we thought we'd take a look at how the fashion industry is harnessing digital and social media to drive sales. Fashion retailers lead the way when it comes to digital and can often inspire other industries and retailers.

Burberry continues to blaze the in-store digital innovation trail with interactive mirrors and radio-frequency identification technology (RFIT) which triggers related catwalk footage when products are taken into a fitting room.

It's latest store is the amazing Covent Garden Beauty Box, designed to blur the physical and digital boundaries. There's a 16ft 'digital chandelier' showcasing beauty content and a digital nail bar where customers can experience a nail colour before buying. Digital screens around the store, showcase colours and there's definitely no tills! Burberry is a leading force and those who want to survive will have to follow...



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# DIGITAL DESIGN

As the digital revolution gathers pace, we've seen a whole raft of product launches designed to make our life easier (and to give us more free time to Google away on our laptops!)

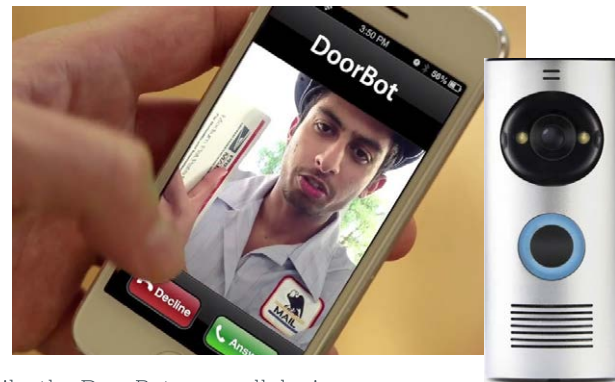


Netamo Welcome

The super-smart **Netamo Welcome** system is a web security camera system with built in facial recognition. It can identify the members of your household and notify you if someone else is in the house.



DoorBot



We like the DoorBot - a small device that looks like a doorbell from the outside but has Wi-Fi video allowing you to see who's at your door via your smart phone or tablet.



It's difficult to get excited by a washing machine, but with LG's new Twin Wash System you can wash 2 loads of washing simultaneously. And of course, it can also be controlled remotely from a smart phone.

techno  
geeks



The **Edyn Smart Garden Sensor** tracks environmental conditions to help you grow healthier plants and tastier veg. It can control watering systems based on the data it collects, adapting to every change in the weather forecast.

## Light Bulb moment...

Say goodbye to internet black zones in your home with the ingenious Sengled Boost light bulbs. With each bulb you connect, the range of your Wi-Fi is increased so more bulbs mean a faster internet speed wherever you are in the house.



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# VERTICAL GARDENS

## A POPULAR TREND WHERE SPACE IS MINIMAL

There are now 1.5 million less people living without gardens versus 2007. More people are renting than ever before (home ownership in London is down from 61% to 43% in the last six years) and new homes are being built with average sized gardens of half a tennis court.

So... as the pressure for space continues it's hardly surprising that the trend for vertical gardening is growing like mad.

one to watch



A few years ago living walls were only accessible to architects and designers. Now it's easy for anyone to brighten up even the smallest patio or balcony.

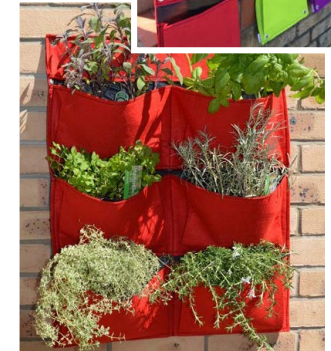
Photo: the Simple Proof



**Greenbo's** clever railing planter - ideal for creating a balcony garden.



Gravity defying sky-planters from **Boskke** utilise empty spaces in small flats and create ceiling gardens.



**VegTrug's** wall hanging planting pockets are an easy way to grow your own in small spaces.

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

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