

Autumn/Winter Snapshot 2017

design
that
talks

dgi

In the News | Trend Spots | Weird & Wonderful | Packaging | Retail

Noticeboard

amazon key

No need to be there!

Amazon continue with their trailblazing customer service innovation by trialling new Amazon Key. The code allows a limited timeslot for secure delivery directly into people's hallways.

TV CHRISTMAS ADVERTISING SPEND HEALTHY...

Despite digital taking an ever larger slice of the Christmas pudding, brands are set to spend almost £6bn on TV airtime during Q4 2017. According to the Advertising Association the £5.92bn ad spend represents a year on year increase of +37% since 2010!*

Source Mobile Marketing



Home Solutions John Lewis

Tried & Trusted...

John Lewis are leveraging their brand values of trust and reliability to launch their new Home Solutions Service. Local trade professionals such as plumbers and electricians (who have been assessed and approved) can be booked at a suitable time on the app based service.

Home Solutions from John Lewis

Our new service lets you book approved local trade professionals such as plumbers, electricians, painters and decorators on our app and online for a time slot convenient for you.

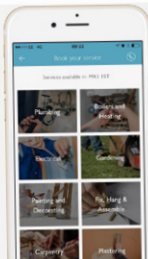
We know it can be difficult to find the time to source trusted trades so we've done the hard work for you and assessed their experience and quality work.

You'll receive all the advice, quality and standard of service you expect from us. And all the work is guaranteed for an entire year.

Service available in Milton Keynes and Northampton - for postcodes MK15 1PHG, MK15 1W7 and NN2 - and we will be expanding to other areas soon.

To book a job, enter your postcode in the search box or download the Home Solutions app.

Available on the App Store and Google Play



Creative Chocolate



As part of Ferrero's multi-million investment, shoppers at the new Thorntons' Chocolate concept store in Derby will be treated to demonstrations by the Thorntons' chocolatier who will reinforce the love and passion that goes into its chocolates...

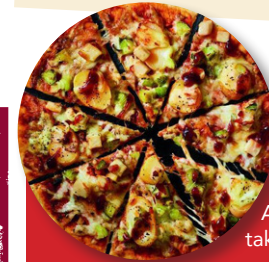


MAKE UP FOR MEN

Tapping into the growing male grooming market (driven by millennial consumers) MMUK Man are preparing to make mens' make up mainstream by opening the first men's make up store.

TRACE YOUR BACON

The Soil Association has harnessed smart technology that allows shoppers to trace the entire journey of organic food from field to supermarket shelf.



ASDA

All supermarkets strive to take the hard work out of preparing Christmas dinner but this year Asda are taking it one step further. The launch of their 'CHRISTMAS DINNER PIZZA' (topped with chicken, roast potatoes, brussel sprouts and drizzled with cranberry sauce) it offers the ultimate in convenience this Christmas!

LATEST GROCERY NEWS...

Waitrose

Waitrose is reinforcing its wine credentials by trialling Wine Tasting at Home led by its in-house experts. Prices start at £35 per person which includes 2 hours with an expert, 6 different wines from around the world as well as cheese and charcuterie.



Morrisons' is helping to take the chore out of the weekly shop - their Guisely store in West Yorkshire has opened up a bar so customers can enjoy a glass of local brew while they shop!



Sainsbury's

To support their brand communication, Sainsbury's inaugural Living Well Index has surveyed over 8,000 people with questions covering 60 different aspects of how they live and feel. Mike Couple, Sainsbury's CEO said the index will "help us better understand what living well truly means". The 5 factors that separate a typical person from those living best are...

- 1) A good nights sleep
- 2) Job security
- 3) Health of close relatives
- 4) Sex life satisfaction
- 5) Community connectedness

Fascinating stuff... read more at sainsburys.co.uk

Trend Spots

Key trends coming into the home in 2018 and beyond...

INTRICACY

This trend and colour palette reflects the popularity of intricate designs. It features the 'new neutrals' - metallics, with a floral detail for an added layer of drama.

"Metallics we know are classic... but they have really moved over into neutrals." There is also an ongoing fascination with all things iridescent, pearlescent, or translucent, which "the human eye can absolutely not avoid."



TECHNIQUE

Pantone's nod to the proliferation of technology features hues "that seem to shine from within." Colours include a vibrant blue, green, fuchsia, and purple, along with iridescent peacock tones in both turquoise and hot pink, offset by Brilliant White and Frosted Almond.



PLAYFUL

The colour palette is full of fun and joy, effortlessly evoking happy feelings and a breezy bounce.

"PLAYFUL speaks to the need for products or surroundings that are confident, quirky and out-of-the-ordinary. To match the mood they muster, shapes, finishes and colour are bright-hearted and light-hearted."

INDOOR GARDEN

For years we've been hearing about the garden as an 'outdoor room', now the outdoor room comes inside. The next trend is the home as an 'indoor garden.' House plants are making a big comeback. 'A house plant is now one of the first things you buy with your partner when you move in together,' said Lisa White of WGSN Global Trends.



Source: Little Big Bell

What's Next?

Food & Drink Trends for 2018 and beyond...



Arseni Shapurau / Shutterstock

INDIAN STREET FOOD

Say 'namaste' to tapas-style Indian street food. Forget heavy sauces and chicken tikka masala, this trend is about smoked, grilled or seared delicacies, such as scallops in pickled ginger. Food trucks selling puris stuffed with zingy vegetables and drizzled in chutney could become a common sight. The cuisine lends itself to hybrids, such as spiced burgers or lamb keema tacos. It's Indian food like you've never seen it.

JAPANESE 'DUDE FOOD'

The light end of the Japanese food spectrum - such as miso and noodle soup - has already had its moment in the spotlight. Now it's the turn of the indulgent end. Gutsy sharing dishes favoured in the country's izakaya bars are set to become a big thing. Whether it's yakitori skewered chicken or deep-fried tofu in broth, the trend will combine the hearty 'dude food' of the southern US states with the unctuous, rich and surprising flavours of after-hours Tokyo.



jazz3311 / Shutterstock

Source: The Waitrose Food & Drink Report 17-18



Pip & Nut

fourth meal

Breakfast, lunch and dinner are so old hat. There is growing evidence that we are starting to squeeze a small, fourth meal into our daily routine. This is not about gluttony, rather it is about adapting our eating schedules to our busy lives. If dinner's particularly early one evening, why not have a mini cheese on toast before you go to bed? If you're going to the gym after work, why not have an energy-boosting salad mid-afternoon? Whether it's a healthy snack or an indulgent treat, we expect to see more of this in the future.

TROLLEYS, DASHED

Recent years have seen a seismic shift in food shopping habits. The future of supermarkets looks likely to be an experiential retail space - immersive hubs where shopping is only one of the activities on offer. After all, who'd have thought 10 years ago there'd be supper clubs and wine bars in supermarkets? But with fewer of us doing a weekly 'big shop' could this mean the supersize trolley's days are numbered? If recent trends continue then it looks likely. Just a few years ago, an average Waitrose would open with around 200 big trolleys and 150 shallow 'daily shopper' trolleys lined up outside. These days the tables have turned, with 250 shallow 'daily shoppers' and just 70 big trolleys needed.



REUTERS/Suzanne Plunkett

PLANT PROTEINS



Flickr/ljguitar

The demand for high protein foods continues, and with more of us choosing a flexitarian diet it's no wonder there's such a buzz around new plant-based proteins. Whether with pulses, shoots, grains, seeds, soy or even algae, everyone from tiny start-up companies to big brands is looking for clever new ways to add a protein punch.



joanne.holder@dgi.co.uk

design
that
talks



weird & Wonderful

PLANET PINS & MOON - Hand painted solar system stationery & hand cast concrete moons from Duncan Shotton Design Studio



THE PLASTIC WE LIVE WITH - Art installation by Luzinterruptus in Bordeaux, aims to draw attention to the staggering amount of plastic waste in the world.

THE NUTRISCALE BOARD - The all-in-1 kitchen scale & cutting board. By Kitchen Innovations.



DREW THE PENCIL LAMP - Light up your space with this table lamp from Michael and George



VESPA ELETTRICA - Vespa's first electric scooter will hit the market next year,



EMPIRE CITY - a greenery-infused skyscraper set to rise in Ho Chi Minh City. Plans by International architecture firm Buro Ole Scheeren



TAKE THE HOT DOG SEAT...

A sofa shaped like a hot dog and a burger-like chair are among Studio Job's latest designs for Italian brand Seletti.

Shopping Habits...

John Lewis have created a report looking into the shopping habits of British consumers over the past five years providing insight into the trends we've left behind, and what we can look forward to...

HOME TECH IS IN, SAT NAVS AND E-READERS ARE OUT

Sales of connected devices for the home increased 160% and the number of products in the category on offer at John Lewis has risen from three to 135 in just five years. But not all tech sticks around. The retailer has said that its journey with sat navs is approaching its final destination and that the products have now been pulled from stores to only be stocked online. Meanwhile a renaissance for the good old fashioned book meant a 23% drop in sales of eReaders.



THE UNICORN was the emblem of this year. Millennials hoping to escape to a happy place drove a 70% increase in searches for the word "unicorn" on the John Lewis website. They were not disappointed. Unicorns were on everything from napkins to necklaces. John Lewis even introduced a bottle of gin called Unicorn.

EVERYONE WENT MAD FOR BREAKFAST.

Sales of egg gadgets jumped 25%, while tools for preparing avocados spiked with a 40% increase. And consumers are serving up their kitchen creations in bowls, which were up five per cent, rather than plates, which dropped 12%.



...BUT SPIRALLING DOWNWARDS

In a year of backlash against the clean eating movement, searches for spiralisers dropped 53% and sales were down 40%.

THE PEAK TIME FOR DRESS SHOPPING IS 9.39PM.

If you've ever bought a dress at this time of night, you're not alone. John Lewis revealed this was the peak time it receives orders for dresses on its online store. Night time shoppers are also keen on Chanel lipsticks, which sell well at 4am!



LONDONERS HAVE DARKER THOUGHTS THAN THE REST OF THE NATION... WHEN IT COMES TO DENIM.

While Edinburgh natives are rocking red jeans and shoppers in Leicester prefer grey, Londoners were buying up black skinny jeans. The look was the most popular style in ladies clothing and more black denim sold in menswear categories in London than it did anywhere else.

THINGS COULD GET WACKY IN 2018

John Lewis also made predictions for the year ahead, which included the ominous idea that mens' shirts are going to get "conversational" with loud prints and bright colours! The same is true of homeware, where tropical animals are expected to feature heavily on furnishings.

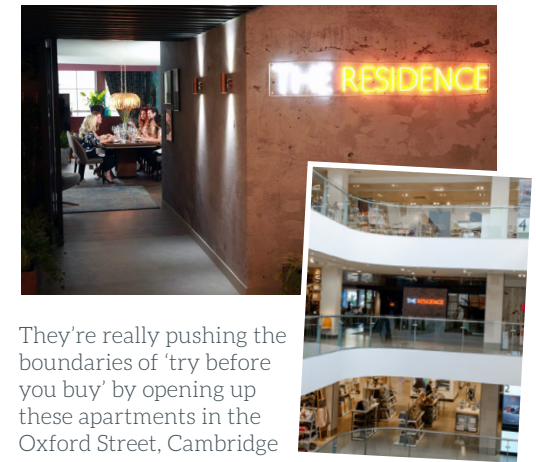
HARNESSING TECHNOLOGY TO SUIT OUR LIFESTYLE.

With the retailer expecting voice controlled personal assistants to become another mainstream gadget, Sonos, launches into the market. Coffee machines are also becoming more attuned to our needs, with new models able to store the preferences of each member of the family to make them the perfect morning brew.

Changing Shopping Habits...

EXPERIENCES ARE EVERYTHING

With millennials three times as likely to do another activity such as bowling while out shopping, John Lewis hopped onto the demand for in-store experiences in a big way. They took the joy of a homeware display to its extreme by inviting customers to stay overnight in The Residence - a fully furnished apartment in three of their stores.



They're really pushing the boundaries of 'try before you buy' by opening up these apartments in the Oxford Street, Cambridge and Liverpool stores, so customers can test out products in a realistic, homely atmosphere - and they're letting a few lucky customers sleep over. The apartments included a living and dining area and a fully furnished bedroom with cupboards and wardrobes bursting with the latest autumnal offerings.

Source: John Lewis

joanne.holder@dgi.co.uk

design
that
talks



Future of Cleaning...

Social media is throwing a spotlight on the home - rooms and activities that were once private and personal are now regularly exposed for a network of followers to 'like' and see. With this in mind activities such as household cleaning and decluttering have shifted from an everyday chore to an activity shared with millions online.

As many online influencers stretch their content across fashion, beauty, travel and home, there is an opportunity for FMCG brands to cater to this more style conscious consumer. When it comes to household care, many consumers are seeking a stylish product that sits beautifully on a shelf, contains environmentally sensitive, high quality ingredients and works effectively.



Lucy Jessica Carter

Spick & Span...

CLEANING TRENDS

GREEN & SUSTAINABLE CLEANING

Increasingly consumers are worried about what happens once the cleaning is over and the bucket has gone down the drain. Consumers are also worried about the whole product life cycle from manufacture to disposal. Green cleaning products are already popular and sustainable cleaning is going to be popular over the next few years.

COMMUNITY PARTNERSHIPS

Consumers are increasingly looking for companies that actively give back to the community.

Brands that have partnerships with charities or that run community focussed promotions are likely to succeed.

AESTHETICS

Products will need to stand out in the increasingly crowded marketplace. Consumers will be looking for novel products that improve their cleaning experience and whilst some will be choosing based on attractive packaging and fragrance others will be looking for utilitarian, fragrance-free products, believing them to be more effective at removing dirt.



METHOD

This US brand has quickly become synonymous with beautifully designed cleaning products. We particularly like the easy pump design on the washing up liquid bottle.



CALDREA

This 'aroma-therapeutic living' brand aim to provide the most 'gratifying and thoroughly addictive' home cleaning products available. They're passionate about choosing ingredients that are effective yet safe and gentle for homes and families.



KINN LIVING

Created by mother/daughter duo, Kinn Living blend natural essential oils to create products that are free from common offenders such as petrochemical, phosphates, synthetic fragrances and dyes.



We LOVE...

The concept for Moschino's Fresh Couture Eau de Toilette was to juxtapose the most mundane and commonplace of all products, the household cleaner, with something precious. Taking the iconography of a bottle that has no aspirational value and using it as the inspiration for a vessel to contain something luxurious and haute couture.

Barber & Parlour...

The Soho House Group knows how to do eating, drinking and grooming, so it's no surprise that its new one-stop kitchen and beauty parlour in Shoreditch hits the nail on the head.



Grooming rooms and luxury treatment salons open in London all the time and they're often excellent ways to blow the best part of £100 if you have the means or occasion. But while London is gradually developing a taste for blow-dry bars and polished nails, we're still miles behind our cousins in New York, where getting a 'do and a mani is something you'd consider for a meeting, not just your wedding day. But if anything is going to up our grooming game, it's Barber & Parlour, Soho House's newest London venture. Crucially, it's going to do so without boring us for a whole afternoon or emptying our wallets. It's fun, fast and cheap.

Barber & Parlour takes up a whole building on Redchurch Street, London, (also home to numerous cool fashion stores and a big advertising agency), with Shoreditch House members' club just around the corner. It fits in perfectly - and the casual ground-floor café with velvety sofas and flat whites on the menu will no doubt be an instant hit. This is where you can also find Neville, a new barber shop and men's groomers serving up everything from a moustache trim to a men's manicure or a quick haircut.

Crucially, it's walk-in, so men working in the area can just amble over between meetings.

Upstairs, the gals have The Cheeky Parlour for rapid, excellent and cheap mani-pedis. A further menu of waxing and beauty treatments is promised before Christmas, served from two little back rooms, done up Cowshed-style.

Most excitingly, there is now a Josh Wood salon, with cuts and colour from this most esteemed of hairdressers. Wood has trained a new Shoreditch team and somehow agreed to a menu of services at least half the price of anything in his two west London branches.

If you're the kind of couple that are likely to go for a his-and-hers grooming session (we're not judging), then you're perfectly able to do so here. Then top your tandem-preening off with a film in the basement, where Portobello Road's Electric Cinema has taken over what was the Aubin & Wills screening rooms, filling it with luxurious furnishings to compliment a boutique film schedule. You'd never get an audience that's this well-groomed in the local Vue, would you?



Source: Katie Dailey

CASE STUDY

Differentiated or Delisted!

Provenance



Consumers are virtually demanding provenance these days and if your brand's got heritage and an appealing brand story it would be a criminal offence not to reflect this in the packaging design. After all there's a lot of imposters out there who would die for a great brand story.

Burt's Bees has an authentic brand story which is reflected across all aspects of the business and communicated with pride to engage consumers...

Body care brand Burt's Bees began in 1984 when its founders (Roxanne and Burt) met during a chance hitchhiking encounter, hit it off, and started making wax candles together.

Their story makes a little more sense when you learn that Roxanne was an artist and Burt was a beekeeper who was well-known locally for his roadside honey stand.

Today, Burt's Bees sells a huge range of natural bodycare products (350 at last count). Yet, despite the company's success, the Burt's Bees philosophy has remained exactly the same: "What you put on your body should be made from the best nature has to offer."

Burt's Bees is proud of its carbon neutral status and sustainable packaging which it communicates as part of its brand ethos.



Interactive Packaging

Getting your consumers to interact with your packs (literally!) does wonders for brand engagement and loyalty, making products more fun, memorable and even useful.

We love these examples (from the alcohol category) as you can't beat a good drinking game.



This smart postable pack transforms into a hanger.



The Asda sandwich pack always puts a smile of my face too!



Let's talk about...

Collaborations



Some brands have such a strong (and successful) brand look and style that it's impossible to break out of this when launching new products. One such brand is Clinique who's fresh, clean green and white packs have been a favourite with women young and old for as long as I can remember.

So in order to add some creative scope and make some 'noise', they've recently collaborated with American designer 'of the moment' Johnathan Adler to launch a carefully curated, hugely covetable range of makeup essentials.

We want them (all) now!



design
that
talks

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

joanne.holder@dgi.co.uk