

design
that
talks

dgi



2020

TRENDS SNAPSHOT

Retail Trends

Before we take a look at the various markets, here's an overview of the four macro trends which are having an impact on all categories...



1 SUSTAINABILITY

Oliver Guy, industry director at SoftwareAG said "environmental responsibility would become a differentiator for retailers this year". He also said that "increased focus on the environment will allow retailers to access consumer choices seamlessly, helping them respond accordingly".

IKEA to test furniture rental in 30 countries

Emma Thomsson
KAAST, Germany (Reuters) - IKEA wants to roll out furniture rental to all its main markets in a bid to appeal to its increasingly environmentally conscious and transient customers.

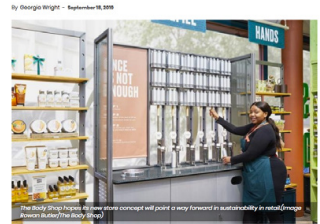


H&M TO TRIAL CLOTHING RENTALS FOR THE FIRST TIME

Fashion firms who missed out on our popular Conscious Exclusive collections now get a second chance to dazzle in their favourite sustainable dresses as H&M is set to debut clothing rentals in a Stockholm flagship store.



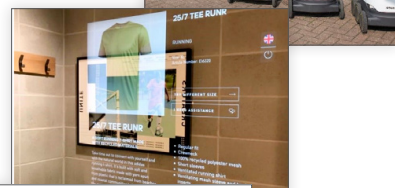
The Body Shop launches new concept store with activism zone & refill stations



2 TECH

Technology has already transformed the retail industry beyond recognition. These days, almost every consumer is an online customer. The shift from in-store exclusivity to omnichannel spending has pushed retailers to make huge adjustments in the way they do business - and those who failed to adapt have been left behind. James Harvey, chief technical officer at Cisco AppDynamics says that "retailers will look to tech to ensure that the right customer is targeted at the right time and place."

Co-op is using ROBOTS to deliver shopping to customers in Milton Keynes



Hands On with Adidas' new London flagship

Customers can request different sizes & colours from their changing room via interactive mirrors.

Sainsbury's Holloway Circus Local store has been refurbished to be mobile-first and check-out free

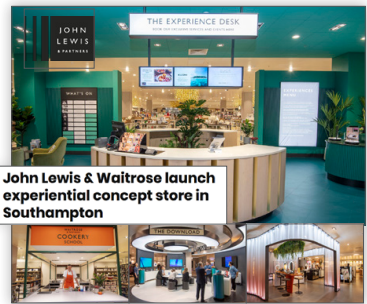


Sainsbury's launches UK's first till-free grocery store

Starting today, shoppers at Sainsbury's Holloway Circus convenience store in London can check out the till-free till-free grocery store. The experiment will put Sainsbury's on the map as a leader in the till-free grocery store market, meaning a more seamless shopping experience. Customers can now check out the till-free till-free grocery store. The experiment will put Sainsbury's on the map as a leader in the till-free grocery store market, meaning a more seamless shopping experience.

3 EXPERIENTIAL RETAIL

The parent company of Westfield, Unibail-Roddam-co-Westfield, recently released its 'How We Shop' report - which discusses the biggest retail trends to date and predicts that over half of retail space in stores will be dedicated to experiences. Angus Burrell UK General Manager of payments solution company Valitor said that "the high street will continue to redefine itself, becoming a destination for experiences, not just product purchases"



John Lewis & Waitrose launch experiential concept store in Southampton

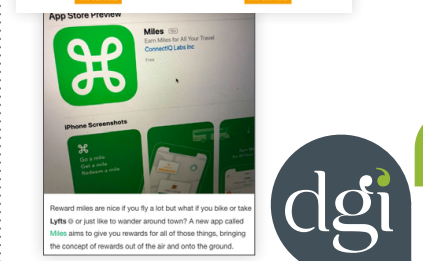
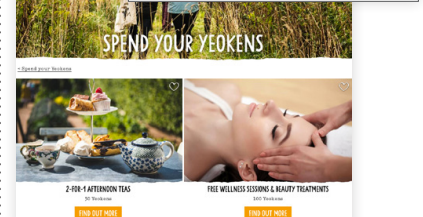
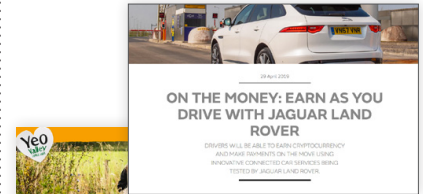


Selfridges posts record sales thanks to experiential offer

How High | Tuesday, 10 October 2019
Selfridges has reported a 6 percent increase in sales to 1.85 billion pounds for the year ending February, with the luxury department store chain crediting its investments in experiential spaces.

4 CUSTOMER LOYALTY

Daniel Bailey, vice president at customer service firm Zendesk, told Retail Gazette that 2020 will see "more investment and focus placed on customer service at the 'front line' to help boost customer loyalty and satisfaction. Most companies will recognise the importance of customer experience to help them differentiate in an increasingly competitive market" he said.



joanne.holder@dgi.co.uk

design talks



SOURCE: Retail Gazette

Supermarket Plastics

Whilst we struggle to get our heads around the big issues of sustainability and the environment, (afterall, they're such large, all encompassing issues for individuals to tackle) we can get our minds around single, more manageable issues. This (plus Sir David Attenborough showing us the horrendous consequences) is why there's such a focus on plastic.

Plastic is the hottest topic of conversation right now and consumers want action against it. If brands and retailers are not seen to be ridding their businesses of excess plastic, they will soon switch brands. Conversely, this is a very visible way for brands and retailers to make a stance and demonstrate their environmental credentials

Experts believe that UK supermarkets are producing 810,000 tonnes of single-use plastic every year. Last year seven out of 10 grocers reduced their plastic packaging and all have made pledges to tackle plastic waste over the next 10 years.

Last year, Waitrose and Marks & Spencer became the first major retailers to introduce new refill or bring-your-own-container initiatives in response to growing concerns from consumers around excessive plastic waste from packaging.

Loose fruit and veg and a ban on plastic bags are increasingly becoming common in grocers nationwide, but refill schemes are an emerging trend. Research from GlobalData found that 71.3 per cent of Brits were willing to use food refill services in order to cut down on waste and improve food sustainability for the environment.

For many retailers, it might be a matter of priorities. What matters more: reducing single-use plastics or reducing food waste?

Here's how the top retailers are performing...



Target: To eliminate single-use plastic
Current usage: 31,000 tonnes of plastic in 2018
Greenpeace ranking on plastic policies: 1st

Other measures include:

- Removing all black plastic from own label ranges. (Waitrose has already removed black plastic on fresh meat, poultry, fish and fruit and veg)
- Introducing coloured packaging made from recycled plastic for ready meals
- Allowing customers to bring their own containers to the meat, fish or cheese counter
- Replacing all single use fruit and veg bags with a home compostable alternative (banana bags are covered in the words "home compostable bag" and a suggestion to use it as a food waste caddy liner)
- Removing single use coffee cups saving 52 million cups a year



Target: To remove hard-to-recycle materials, including PVC and polystyrene
Current usage: 252,500 tonnes of plastic packaging in 2017
Greenpeace ranking on plastic policies: 6th

Other measures include:

Turning Tesco Extra in Cambridge into a trial store to look at new ways to reduce waste. For example selling multi-buys for the same price as multipacks, usually bound up in plastic, and an aisle selling only loose fruit and veg. If these moves work, they could be rolled out across the UK. Other options would then include scrapping multipack tins, getting rid of binders on beer cans and removing cutlery from the store's "on the go" range.



Target: To reduce plastic packaging by a quarter and have 100% recyclable, reusable or compostable packaging by 2025
Current usage: Around 100,000 tonnes of plastic packaging in a year
Greenpeace ranking on plastic policies: 2nd

Other measures include:

- Offering produce in old-style paper bags, rather than plastic ones
- Saving 273 million single-use carrier bags by no longer offering them in store
- Ending the use of black plastic packaging in any new own brand products
- Removing plastic from some fruit and vegetables, such as cucumbers, asparagus and rhubarb



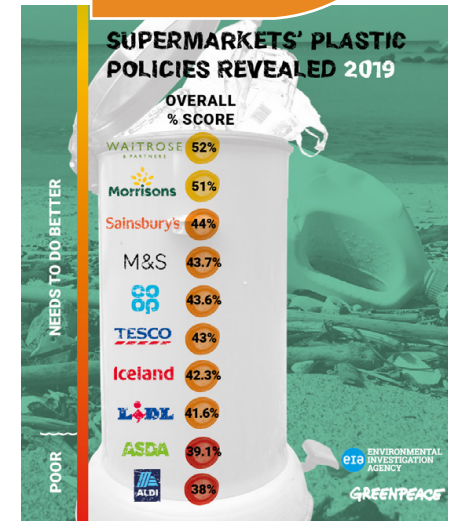
Target: To use the least amount of any material possible
Current usage: 65,500 tonnes of plastic packaging a year
Greenpeace ranking on plastic policies: 9th

Other measures include:

- Trialling a new type of coating on fresh produce, which could double the shelf life. The 'extra peel', made from materials that exist in seeds and fruit and veg pulp, was used on a shipment of clementines to Chatham in Kent and Glasshoughton in West Yorkshire. The coating, approved for use by the EU Commission in June, protects the fruit from spoilage for longer and could reduce the amount of packaging required to prolong shelf life
- Removing plastic wrapping from more than 50 million greetings cards, unwrapping 6 million swedes and removing unnecessary films, trays and windows
- Encouraging shoppers to bring their own reusable fruit and veg bags

League table position	2018	2019
1	Iceland	Waitrose
2	Morrisons	Morrisons
3	Waitrose	Sainsbury's
4	M&S	M&S
5	Tesco	Co-op
6	Asda	Tesco
7	Co-op	Iceland
8	Aldi	Lidl
9	Lidl	Asda
10	Sainsbury's	Aldi

FOCUS ON..



Sainsbury's

Target: To halve plastic packaging by 2025
Current usage: Almost 120,000 tonnes of plastic packaging in a year
Greenpeace ranking on plastic policies: 3rd

Other measures include:

- Switching fresh food black plastic trays by the end of this year. These will be replaced with products made from a natural CPET material, a form of recyclable plastic
- Trialling a "pre-cycle" area in stores where shoppers can remove unwanted packaging and leave it for recycling
- Piloting deposit return schemes so shoppers can return recyclable packaging easily

joanne.holder@dgi.co.uk



design that talks

Food Trends

9 food trends to watch out for in 2020

LOW-SUGAR CHOCOLATE

'We've seen a big increase in dark chocolate's value sales. People see it as healthier – higher cocoa, lower sugar content,' says Emma Weinbren, features editor at The Grocer. That benefits ethical dark chocolate makers such as Doisy & Dam, while – possibly to deter any 'snack tax' – big brands like Nestlé (who have launched Milkybar Wowsomes) and Cadbury (30% less sugar Dairy Milk) are also innovating hard in the reduced-sugar realm. Emma adds, 'They see that as a real area of development.'



PEA MILK

The name will have kids in stitches, but this, made from yellow split peas, is the next big plant milk, predicts senior Ocado buyer Anthony Sharpe, because, 'it has one of the lowest environmental footprints'.



FROZEN FOOD HOTTING UP

The new Hempstead Valley M&S has a freezer section 75% bigger than usual with 291 lines, because, says April Preston: 'We're seeing new challenger brands and convenient no-waste options that make it more appealing. American supermarkets have everything from chopped garlic cubes to entire meal kits in their freezers.'



STELLAR SANDWICHES



In 2009, London sandwich shop Tóu had runaway Insta-success with their £14 Iberico katsu sando; a Japanese-style sandwich of panko-crumbed pork neck fried in lardo, with cabbage and raspberry brown sauce. Now, from new King's Cross outfit Sons + Daughters to Edinburgh's Brass Bagels, the stage is set for a wave of next-level sarnie action. Adam Byatt, chef at Clapham-based Trinity restaurant foresees that '2020 will be the year of the sandwich. I'm looking forward to proper artisan bread sandwiches, handmade with well-sourced ingredients.'



LEVANTINE LOVE-IN

With Moroccan Kitchen, Turkish Delight and Chicken Shawarma courses selling out at its cookery schools and sales of sumac and za'atar spiking, Waitrose reckons more of us will be cooking North African and Middle Eastern food at home. Home cooks will soon think nothing of whipping up baba ganoush or tabbouleh.'



Gut feeling

M&S is focusing on 'digestive wellness', with a wider range of probiotic food and drink beyond kefir and kombucha. 'There are probiotics in everything – we've even tried probiotic crisps,' says Emma Weinbren. 'In March, we got stats from Kantar that more than 40% of kefir is consumed by over-65s. People think it's a cool millennial drink but it's the older generation driving it.'

What you'll be drinking in 2020?

WHISKY HIGHBALL COCKTAIL



From new Scottish craft brewery Jump Ship to Granger & Co.'s Seedlip Nograni cocktail, low- and no-alcohol is surging. Dan Woolfson believes US-style canned hard seltzers (naturally fruity sparkling waters with booze), will be huge, thanks to UK outfits Spark and Bodega Bay: 'It merges the most powerful recent trends, health and convenience.'

Elsewhere, look out for English natural wines from Tillingham, Davenport and Ancre Hill, and continuing craziness in cocktails. Whether enhanced with gourmet jams or fat-washed spirits (where meat fat is used to flavour spirits, then frozen and removed), the creative juices are still flowing. Blended, cocktail-friendly whiskies are emerging, too, such as The Woodsman, which, says Jack Wakelin, head bartender at Sheffield's Public, make whisky 'fun and accessible'. Outraging purists, Wakelin serves a cocktail that mixes Talisker single malt and wine. Bars are also reducing waste. Transported in recyclable kegs, more wines are served on-tap and there's greater choice in quality, pre-mixed cocktails. 'Gallons of ice are usually wasted,' says Wakelin, 'but with batched cocktails, the exact amount of water is added.'



Seacuterie

Chefs are raving about Josh Niland's fin-to-tail ethos explained in The Whole Fish Cookbook (£25, Hardie Grant).

'Everyone's going to be trying all manner of sea offal,' says Aarik Persaud, of Heritage in Soho. Key to it is so-called 'seacuterie'; yes, charcuterie for fish where it is dry-aged or cured to intensify flavour. Chef Tom Brown has also been inspired, serving salmon pastrami, sea bass 'hams' and monkfish bresaola at Cornerstone.

Adult Ice cream

Be it the foraged gorse flower gin flavour, new this spring at Jannettas Gelateria in St Andrews, or the goat's cheese scoop with liquorice sauce at Sabor in London, ice cream has never felt so grown-up.



WE LOVE



Source: BBC Good Food



JAPANORAMA

From kitchen store Lakeland, with its cherry blossom baking moulds and sushi platters, to Ocado's new range of imported Japanese products, our fascination with this cuisine continues to grow. 'We've seen a slow influx of Japanese techniques and ingredients and, in 2020, we'll see this a lot more,' says Adam Smith, the yuzu- and wagyu-loving chef at one-Michelin-starred Coworth Park.

joanne.holder@dgi.co.uk

design that talks

Wellness

Look out for these trends in 2020 to increase your well being...



EMBRACE
BEDTIME
STORIES

FOCUS
ON..

ARTIFICIAL INTELLIGENCE

AI can mimic a human's ability to interpret data among other things. It's being utilised in a variety of fitness products including Tonal, which is a smart gym that uses digital weights up to 200 pounds. It will adjust to each user's body and skill level. You can exercise with a virtual trainer or choose from on-demand classes. This type of technology can also significantly improve screenings for diseases. For example, a study showed that AI was able to diagnose breast cancer better than pathologists. AI is also used in apps such as Babylon, which evaluates symptoms the same way a doctor would, giving users 24/7 access to health care.



RED LIGHT THERAPY



Red light can help boost energy, mood and fitness, as well as the appearance of the skin, and sleep quality. Other benefits include reducing pain, inflammation, stress and body fat. While red light therapy has become more available in medical settings, we will see more consumer products hitting the market in the next decade.



Sleep With Me
The Podcast That Puts You To Sleep

We all know that our reliance on screens is doing us no favours when it comes to falling asleep, with countless books and apps devoted to improving our "sleep hygiene" or reducing the impact of blue light. But what if the best way to ensure some shut-eye were to revert to the childhood practice of bedtime stories? A host of apps and podcasts make it simple to get your story fix (should your partner not be up for reading to you), from Calm's Blue Gold, read by Stephen Fry, to Sleep With Me.

THE NEW MINDSET THAT CAN BENEFIT EMPLOYEES IN THE WORKPLACE

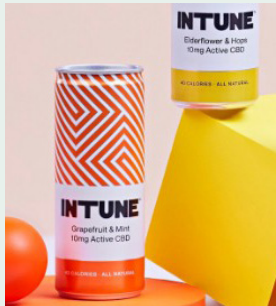


Physical Intelligence is our ability to detect and actively manage the balance of these chemicals in our bodies and brains

using movement, posture, breathing and communication techniques in order to be our best self. We can alter our mood, emotional responses, stress, confidence and happiness levels at will using simple but effective mind-body techniques, integrated into our lives all day, everyday.

CBD

Our fascination with CBD-based products is going nowhere and will continue to grow in 2020 – and is expected to become an everyday part of life. While vapes, tinctures, muscle balms, and beauty will still be big categories for CBD in the upcoming year, the edible market will likely begin to evolve the most with the addition of new niche products. Potli for example, which already offers CBD raw honey and apple cider vinegar, will be launching an infused sriracha.



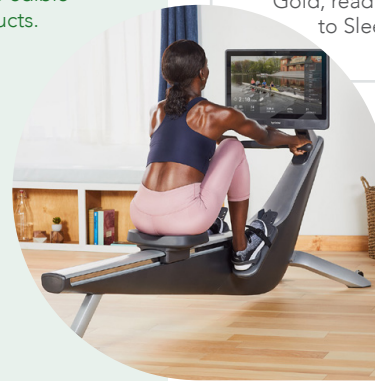
UK drinks start-up In Tune has launched a range of CBD-infused sparkling soft drinks. The company said the drinks are the first in the CBD category to "share every step of the journey of our CBD" with consumers.



Organic hemp hummus! A modern take on a middle eastern classic. Authentic flavours using a family recipe dating back several generations combined with protein rich hemp seeds and nutty cold pressed hemp seed oil. A delicious source of protein, omega 3, 6 & 9 and fibre.



Bet you didn't expect to see a mascara here? Well, Kush ain't just any old wand, it's the first ever to be formulated with cannabis oil, which makes it the most moisturising mascara yet!



Home Is The New Fitness Studio

In recent years, home fitness equipment has become increasingly more sophisticated - giving you a workout that can rival high-end studios with some of the best instructors. While Peloton has gone from an insider secret to a household name (probably in part to their viral commercial), it's no longer the only game in town. Many new products that combine physical equipment and hardware with streaming classes have been introduced.

One option making waves is Hydrow, which is a state of the art rowing machine. It's designed to mimic rowing on a river with an experience that is entirely different than spinning versus outdoor cycling, for example. With a larger screen and front-facing audio, the user hears every splash and stroke under the guidance of highly trained instructors. And no, you won't miss getting wet.

joanne.holder@dgi.co.uk

design that talks



Source: Glamour and Forbes

The Pet Category

The value of UK pet market is set to hit £7billion by 2021. The market continues to see growth, as millennials' passion for pampering pets fuels demand for fashionable, luxurious accessories and healthy, wholesome food.

Focus on these trends in the coming year....

MORE SUSTAINABLE PET CARE PRODUCTS

This trend is shaping the whole industries, and not only pet care. It is a result of consumers' desire to reduce their impact on the environment, and that starts with the kinds of products they purchase.

We are now seeing growing number of pet care companies attempting to tackle the issue of sustainability by bringing more sustainable products to market and forging partnerships with retailers and recycling firms to help with recycling schemes.

ACCEPTED WASTE

- 1 All wet pet food pouches
- 2 All pet treat flexible plastic packaging and pouches
- 3 All dry pet food flexible plastic packaging



In 2018, Mars Petcare UK and recycling experts TerraCycle launched a nationwide pet food packaging recycling programme, that enables consumers to return any eligible packaging in the market for processing.

Nestlé Purina PetCare has recently announced a new sustainability commitment to support farmers benchmark their current on-farm stewardship practices and identify areas of improvement.

FOCUS ON HEALTH

Consumers no longer want to purchase traditional foods for their pets. They want products with healthy ingredients. This means the ingredients list must be clear and listed. Consumers want frozen, made-to-order, and fresh food for their pets' diets. Although these products will cost more, consumers are still making the switch.

Bespoke packages of nutritionist-approved meals to your door for your pup to lap up in a state of satiated bliss.



Petco's Pet Food Kitchen shares fresh, human-grade meals daily

At its flagship store in New York's Union Square, Petco is now introducing its first-ever in-store pet food kitchen, which will offer up freshly prepared, human-grade pet food on a daily basis. The kitchen features state-of-the-art stainless-steel appliances and has JustFoodForDogs trained chefs on-site to prepare signature recipes by hand.

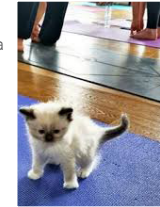


INCREASED SERVICES

There is more attention being paid to pet grooming, pet care, pet transportation, pet hotels and many others....

Pets Yoga

PETS YOGA is the first Yoga Club in London providing yoga classes for people with adorable baby pet: puppy yoga, kitten yoga or baby rabbit yoga in London. We don't do yoga with pets but surrounded by pets, all of them are free to move around our yoga attendees, play, and come to cuddle during / between the exercises which is part of their socialization learning process.



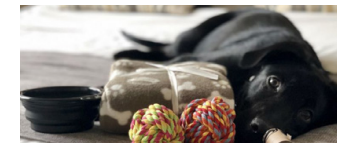
MARKET GROWTH...



The Delta 'CarePod' improves air travel for pets

Traveling with pets is a notoriously stressful event for the animals, so the Delta 'CarePod' pet carrier is designed to help make the process more comfortable. The pet travel carrier has an array of features like a pet hydration system, feeding tray, shaded windows and weather-insulated walls to keep animals at the right temperature. The bright pink design makes it highly visible for baggage handlers and the crate has a connected monitoring system with GPS that will help pets to always be locatable.

Jet & Co's 'Travelling Tails' help pets feel welcome while traveling



Anyone who has traveled with their furry friend understands the frustration of not having all the dog amenities from home, but thanks to Jet & Co's new Travelling Tails kit, pets can feel comfortable and secure while on vacation. These dog hospitality packs will be provided by either the hotel, hostel, and holiday rental to ensure your four-legged friend can feel at home while abroad.

The 'DogSpot' Dog Houses offer a secure place for pets to wait for owners

'DogSpot' dog houses have been created by the Brooklyn-based company as a solution for pet owners who are looking for a better way to keep their pooch safe when they're out and about shopping or socializing.

The dog house locker unit works by having owners create an account and place their furry friend within when heading into a store, restaurant or cafe. The system will automatically keep the interior compartment as comfortable as possible using forced-air ventilation and air conditioning. A puppy cam will offer owners a livestream connection to their dog via their smartphone for enhanced peace of mind. The 'DogSpot' dog houses also feature a sanitisation functionality that will activate after each use to ensure it's as clean as possible for each new dog.

joanne.holder@dgi.co.uk

design that talks



Toy Box Trends

Choose one word to describe toy trends in recent years and it would be “collectable”. Every box and packet, from pocket money mini-figures to expensive construction sets, has been urging children and their parents to complete the set. In other words, buy more and more. Now that craze to pile up the plastic seems to have peaked, and there is a new word on toy-sellers’ lips - sustainability.

ALTERNATIVE TO PLASTIC?



A French think tank called Atelier Luma is investigating whether treated algae can be used as an alternative material to plastic. It showed off the technology at the World Economic Forum summit in Davos, Switzerland.

We are most definitely seeing and expecting to keep on seeing a rise in toy companies using more sustainable materials and creating other initiatives in an effort to do better for the environment. This ranges from initiatives such as Orchard Toys replacing lost toys, to removing plastic from packaging, exploring how to work within a circular economy (Asda had a ‘Re-Loved’ pop-up shop) and trialling new materials (polymers, vegetables, recycled plastic or cloth).

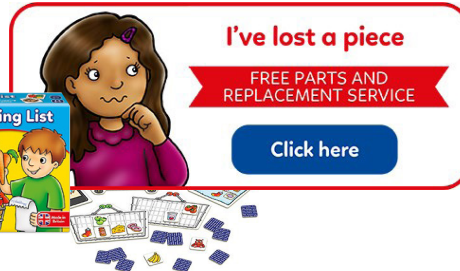


LEGO
Lego’s leaves, bushes and trees are going properly green after the Danish toymaker said they would be made with plastic sourced from sugarcane. The move is part of the Danish company’s pledge to use sustainable materials in its products and packaging by 2030.

TOYS FOR FUTURE – SUSTAINABILITY IN PLAY



Italian-based toymaker Clementoni has toy ranges for children from birth to 12+, and is making a sustainable statement. The Baby Clementoni Play for Future product range is aimed at babies from 10 months, uses 100% recycled plastic and is 100% paint free. It is aiming for its infant range to come from recycled plastic, certified and manufactured on site in Recanati. A range of puzzles, including packaging, made from recyclable materials has also been designed and will go on sale from March. Clementoni wants to ensure it has an active role in encouraging values for the new generation, in particular finding ways to protect our planet.



LOYALTY TOYS

We are seeing, and expect to see, more of a rise in loyalty promotions that feature an attractive collectible toy. The Little Shop at Marks and Spencer is an example of this trend. The collectible toy range featured ‘mini items’ from the shop’s range of merchandise and were presented as shop items that kids could play with. The initiative was heavily criticised in the media, but at the same time, achieved success with a relatively large segment of customers. For example, some pieces were selling for £500 on eBay.

DIVERSE SUPERHEROES



We’ve been demanding that the toy industry supports diversity, and rightfully so. At the same time, it’s important to acknowledge the entire eco-system that a child exists in. The original diverse toys (whether that’s diversity through sexual orientation, race or ability, for example) often felt like PR vehicles that drove more positive reviews than they drove sales, and it was hard for them to drive sales when the characters and narratives they were based on didn’t fully match up. We are seeing a shift here. The crucial need for diversity is now being increasingly highlighted and delivered across a broad media suite, and both the creation and sales of diverse toys should follow. LGBTQ representation in television has hit an all-time high. As such, toys are being produced to represent a broader range of people, and we now see them serving as more than PR vehicles. Obviously, there is more work to be done, but as we outline next steps we can also celebrate the positive changes. The Kmart Same Sex Family Dolls sold out in most stores in Sydney!

joanne.holder@dgi.co.uk

design that talks



SOURCE: License Global

Looking Good...

Beauty/fashion trends to watch out for in 2020!



A HYPER-PERSONALISED APPROACH AWAITS

Taking skin swabs to test bacterial analysis and DNA – and therefore receive products customised to your microbiome and genetic makeup – are just two ways in which we will be taking a more targeted approach to beauty in the new decade. HiMirror can also help tell us about our beauty needs. HiMirror analyses your skin's conditions through a photo, storing data to track progress over time and reveal whether your products actually work for you. Like an at-home skincare consultant, it can assess your skin for lines and wrinkles, dark circles, dark spots, blemishes, roughness and pore size.



PINEAPPLE LEAVES REPLACE LEATHER

The Original Satchel Store has made its last leather bag. Instead of using animal skins, the company will give its entire production over to making vegan bags and accessories made from pineapple leaves which are “easy to work with, sustainable, environmentally friendly and do not harm the planet”. The decision to switch from leather to vegan plant-based material also reflects a growing demand from the company's customers who “not only want to look good, they who to feel good as well – appearance alone is no longer good enough”.

“Pineapple leaves are a fabulous alternative to leather. They are vegan, environmentally benign, perfect for our product range and crucially, cruelty free. From now on that will be the direction of travel for the Original Satchel Store.”

SOURCE: Original Satchel Store



THE MALE MAKE-UP COUNTER

John Lewis & Partners has become the first high street store to launch a make-up counter dedicated to male make-up.

John Lewis has announced it is opening a permanent make-up counter in its flagship store on Oxford Street for male cosmetics, after a successful four week pop-up. The range, War Paint for Men, exceeded its sale expectations by 50% and the department store is rolling out the range nationwide through its website.

The range includes a foundation, bronzer and concealer for men, with prices starting at £18. As well as a rise in sales of male beauty products, John Lewis has also witnessed a surge in popularity for its men's grooming services.

SOURCE: Telegraph

joanne.holder@dgi.co.uk

design that talks



ANTI-POLLUTION SKINCARE

If sun exposure is our skin's number one enemy, pollution is the number two. Anti-pollution skincare is now a must. In 2019 Liberty London saw an increase of 57 per cent in purchases of pollution-battling products, and skincare launches will focus on it in 2020 (for example, Clé de Peau Beauté will be relaunching its global best-seller – the Correcting Cream Veil –with pollution defence, SPF and super light reflecting technology). “I predict that the demand for skincare products with an anti-pollution claim will soar in the coming year and they will become as commonplace in our daily routines as sun protection creams,” says Dr Kluk.

SOURCE: Harpers Bazaar



MAKE-BELIEVE MAKE-UP WILL GO MAINSTREAM

Sales of make-up were in decline in 2019, with 31 per cent of us who wear it buying colour cosmetics less frequently compared to 2018, and while modest consumption may continue, 2020 looks set to be the year of a return to make-up experimentation. “2020 is the year to experiment and play with your make-up and your style,” says influential make-up artist Lisa Potter-Dixon. For day, try a coloured liner instead of your usual black. “Jewel-toned shades work on all skin tones and can bring out your natural eye colour,” Potter-Dixon adds. The same goes for hair: pearls and crystals adorned hairdos on the spring catwalks.

Houseplants

WE LOVE

Garden predictions for 2020 – and it seems sustainability and super-sized houseplants are at the top of the list...



HOUSEPLANTS GET supersized

For 2020, more of us are expected to opt for larger, show-stopping species. Some of the plants include Alocasia (famous for its giant leaves) and Monstera (loved for its deep green, patterned foliage). While this is considered to be one of the biggest trends for the coming year, the RHS explains that "buying smaller 6-9cm plants and growing them on remains a popular pastime for many."

With this trend in mind, the RHS Garden Wisley will open their doors for a giant houseplant exhibition, running from 25th January to 1st March.

The Shop at Petersham Nurseries, Covent Garden

Staying true to Petersham Nurseries' origins, the Shop is a green space, abundant with indoor plants and floral displays. With an emphasis on urban gardening, the Shop provides inspiration for window boxes, indoor gardens, and terrariums. Our green team are on hand at the potting bench to prepare, plant and offer advice for keeping your house plants happy.

SOIL GOES SUSTAINABLE



Gardeners across the UK are expected to swap soil for more sustainable growing options, such as wood fibre and green waste compost, as they put the environment first. In addition, they are also predicting that many of us will adopt a 'no-dig' approach when it comes to gardening, to limit soil structure damage and help wildlife thrive.

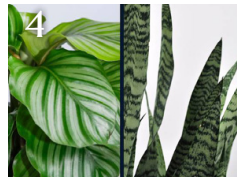
The top 5 houseplant trends for 2020...



1 THE OLD GUARD: MARANTA RED PRAYER PLANT AND BIRD OF PARADISE



2 COLORFUL FOLIAGE WILL MAKE A SPLASH
Plants with interesting patterned and colorful foliage will continue to attract plant enthusiasts in 2020 like Marantas, Alocasias, Tradescantias, Split leaf philodendrons, and the finer leaf Adansonii.



3 PLANTS THAT HARMONISE WITH BLUE
We're seeing blue everywhere, and now that Pantone has named Classic Blue the 2020 colour of the year, we don't expect it to go away soon. Plants that pair nicely with blue will be especially popular include Sansevieria, Calatheas (especially orbifolia), Dracaena limelight, and bird of paradise.



4 THE MONEY TREE
The money tree (Pachira aquatica) is 2020's trendiest indoor plant. Its braided stem provides more interest to its already interesting foliage, which brings to mind both a tree and a palm. And the added bonus: In Feng Shui practice, the money tree brings positive energy and good luck to its caretaker.



5 POPULAR SUCCULENTS PERSIST: CACTI AND EUPHORBIAS

Plant Finder to include 'houseplants for every room'



A new section dedicated to 'houseplants for every room' has been launched on Joy of Plants' Plant Finder software, to help meet the recent resurgence in houseplants sales from garden centres.

"We've seen a huge demand for information on houseplants as well, so we've also updated our 'houseplants by type' group to meet this increase in interest. Houseplants were becoming steadily unpopular since the 1980s, but for the past 18 months they have been back in fashion and sales have blossomed. Joy of Plants, which is a plant information company, created the Plant Finder and Touchscreen Kiosk for garden centre's websites and plant areas to ensure customers have a smoother virtual and real garden centre experience.

SOURCE: DIY Week, RHS and Treehugger.com

joanne.holder@dgi.co.uk

design that talks



Design & Craft Trends

The latest design trends to inspire you in 2020...

Stained glass crafts

Martha Stewart predicts stained glass mosaic kit craft kits will be big in 2020. "The mosaic look of stained glass provides a beautiful cast of colourful light in any room where it is displayed."



COLOUR BLOCKING CRAFTS

Incorporating colour-blocked pillows, wall art, or even tabletop decor will be huge in the world of handmade fashion in 2020, according to Etsy. "This look is all about pairing unconventional colourways and adding instant personality to any room."



BLUE IS THE NEW GREY

Pantones 2020 colour of the year is called Classic Blue, and it's just that: a classic blue. It's clean and elegant but it's also really uplifting and (in comparison to the last few years) a really easy colour to incorporate into your home.



Unisex children's clothing

As clothing companies begin to break away from the pink and blue mould, so too are crafting trends as we move towards gender neutral clothes and toys.



CONSTELLATION CRAFTS

An increased interest in space and galaxy themed crafts and clothing are expected as we go into this new decade and beautifully simple yet effective embroidered constellations will be adorning walls and soft furnishings. Pinterest says: "Educational and entertaining, these clever crafts help kids learn about the constellations." The trend isn't limited to just constellations and the wider theme of space is set to be seen everywhere.

Try your hand at something different in-store

John Lewis & Partners and Waitrose & Partners, are hosting events and experiences that bring out the best in what they can offer. Whether you'd like to try something new, explore your creativity, or get out of your comfort zone, there's something for everybody.

	FRI, 21 FEB 12:00 Darning 'How To' with Lisa John Lewis & Partners Norwich, Norwich #Class	FREE
	FRI, 21 FEB 14:00 LEARN TO MAKE A POSY ARRANGEMENT WITH JO HICKS — 21 FEB John Lewis & Partners Southampton, Southampton #HomeLifestyle #Class	£35
	THU, 19 MAR 14:00 BLEND YOUR OWN FACIAL OIL WITH EVOLVE ORGANIC BEAUTY - 19 MAR John Lewis & Partners Southampton, Southampton	£25
	SAT, 21 MAR 11:00 MODERN CALLIGRAPHY FOR BEGINNERS - 21 MAR John Lewis & Partners White City, London #Hobbies #Class	£50



Sea rubbish art

Eco-crafts are on the rise as we all become more environmentally conscious. And if you're looking for materials to use, the sea is full of plastic. This slightly dark but utterly creative concept can yield some amazing results. Pinterest says: "Turn ocean pollution into art that makes a splash."

THE MACRAMÉ TREND STILL GOING STRONG...

The bohemian textile art form of knotting and hitching is best known for its popularity in the '60s and '70s - and now, it's back and better than ever! From plant hangers, wall hangings, curtains, chairs, pillows... We've been seeing macramé more than ever!



joanne.holder@dgi.co.uk

design that talks



SOURCE: Prima and Real homes



design
that
talks

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

joanne.holder@dgi.co.uk