



July 2018

Consumer Behavior Specialists

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Christmas in July:

Atlanta Gift Show Holiday Display Trends!





Members of our display team headed to Atlanta, Georgia for the 2018 AmericasMart, a show comprised of a collection of exciting new products, a wide range of exhibitors, and exclusive events. Our team came home with an understanding of up-and-coming products as well as a handful of tips to help inspire new ideas. Here are four key takeaways from the show:

Soft Colors

On trend this year are softer greens such as lambs ear and dusty miller, as well as some lightly frosted versions. These fit right into the "Fanciful Whimsy" movement which showcases more non-traditional hues such as corals and pastels.

Keep it simple.

Neutral colors, clean lines, and a cozy homespun feel was abundant. Macrame, yarn and rope continue to make their way into home and office decor.

Mid-Century Modern

It's still all the rage - combined with rustic or primitive pieces - making for unique interiors.

Metal-mania

Different metals were mixed with natural materials - both woods and fabrics - in interesting new ways, keeping displays engaging!

Main Street Update: Inclusive Main Streets

Public spaces exist in many forms. From large, straight and open, to small, intimate and secluded. Public spaces also have different meanings to different people. This is why cities plan for multi-purposeful uses. Today it's important to create spaces that are all-inclusive - ones that allow users/visitors to relax, reflect, and connect with others. Interested in learning more about how cities can create great public spaces - for everyone to enjoy? Click [here](#).



Design Tip: Antique Mirrors as a Decorative Element/Finish

Mirrors have always been a cunning way to deceive the eye. They can transform a room by enhancing something or deflect attention away from it. They even brighten a room by reflecting natural light to other areas of space or can act as a window, making a room feel more spacious and brighter. If you are looking to add a mirror to your space we recommend an antique mirror. Antiqued mirrors are made to look foggy and old with distinctive black specks and discoloration. These specks come with the aging of a mirror, and makes its appearance less distracting than a perfectly clean mirror. While antique mirrors can still transform a room and reflect sunlight, their specks act as a camouflage, allowing for a more

subtle display.



Image Source: goo.gl/Sz6FFJ

Inspiring International Design

In July of 2017, the town Kollwitzstraße within the capital city of Berlin, opened Germany's first Cookie Dough Bar. The design team behind the store transformed a narrow and dark 250 square foot space into a bright and beautiful eatery. The design incorporates a simple plywood menu, white-glazed ceramic tiles, and a yellow riser step that allows children a glimpse of the ten different mixtures of delicious cookie dough. Senior Designer, Jeannette Riedel, wanted to create an environment that was both inviting and inspiring, to spark the curiosity of customers of all ages. Members and visitors of the town are in love with this store, taking pictures of the aesthetically pleasing shop and yummy cookie dough. To gather more insight about the owner, Diana Hildenbrand, and the inspiration behind her Cookie Dough Bar check out her [website](#) and

[Instagram](#) page.





Image Source: goo.gl/LsJ5aX





The Power of Private Labels

Private labels are known as a retailer's branded version of a popular product. Although private labels were once looked at as cheap knockoffs of generic brands, that mindset has changed. Private labels are now viewed as having little to no difference in quality to classic brands. In Peter Fisk's article, "Private Labels can be More Powerful than Classic Brands, Enabling Richer Experiences and Faster Growth," he describes the many reasons private labels have begun to drive innovation and accelerate growth. Want to know his top 9 reasons? Check out his [article](#).

Biophilic Design: Plant Lamp

Trends may come and go, however a classic, sustainable design remains consistent. Dutch designer, Ermi Van Oers, created a lamp that uses a living plant to generate its own electricity. Called, the "Living Light," it contains a plant encased in a glass tube. The Living Light works by using microorganisms to convert chemical energy that a plant naturally produces during photosynthesis into an electric current. Van Oers designed the lamp to be self-sufficient, functioning off-grid with no wires, rather than using an electrical outlet. Living Light was presented during Dutch Design Week in October 2017. Van Oers has high hopes for his design and believes this could spark future cities to be powered exclusively by plants in a similar fashion, using a more sustainable microbial energy system and

replacing the electric grid. For more information, check out this [article](#).



Image Source: goo.gl/zuij17



Client Highlight -
Faye's

We're delighted to be helping one of Milwaukee's iconic fashion retailers,

Faye Wetzel, with a refresh of her Brookfield, WI store. Our work will include some new lighting, display vignettes, decorative accoutrements, signage, and fixtures. Her fashion-forward store has always been the place to find the latest trends in a warm, service-oriented atmosphere. Stop in this fall to see the enhancements! For more information on Faye's, click [here](#).

**Favorite thing we did this month:
Comic-Con!**

Last weekend our Senior Designer, Holley, headed to San Diego, California for the annual Comic-Con, a massive multi-genre entertainment and comic convention. Started in 1970, hundreds of thousands attendees pack into the U.S. Grant Hotel basement for this exciting event, which featured a dealers' room, programs and panels, film screenings, and more. Holley said her favorite parts were:

1. Easy conversations with fellow "nerds" while waiting in line or sitting in a room waiting for a panel to start.
2. Meeting artists who are usually behind-the-scenes and getting to tell them how much I love their work.
3. The costumes! The Masquerade costume contest is especially fun because contestants not only have to make costumes, but they have to do some kind of little performance on stage while in them.
4. The fun nerd-culture products, t-shirts, etc.
5. The parties of course! We went to two sponsored by National Geographic and one called Ready Party 1. It was an 80s throwback night!



The Comic-Con convention center.



The Tick and Arthur cosplay.

