



# Trend report: decor 2010

We ask global trend guru Milou Ket to give us her predictions for interiors in 2010: here, we feature her top six themes

Leading international trend forecaster Milou Ket delves into the world around her and distils six key themes for the interior in 2010 in this feature. We have published the story in her words, so that you get the exact meaning of her trend directions.

So, why does the world listen to Ket? For more than 30 years, this woman from the Netherlands has defined what's hot. She worked in the styling department for one of her homeland's most successful department chain stores, designing and advising on future collections and travelling extensively. In 1980, she started her own styling and

design company and worked freelance for the Dutch Fashion Institute. In 1986, she started producing styling books so she could extend her audience internationally, then published a childrenswear book and a women's styling guide. These books went to 20 countries. However, it was in 1992, when Ket published an interior trend book, that her status was cemented in the global trends industry.

Today, she travels the world talking on future directions. She speaks on innovation, colour, fabrics, women's fashion, interiors... everything. She's shared her insights at nearly every

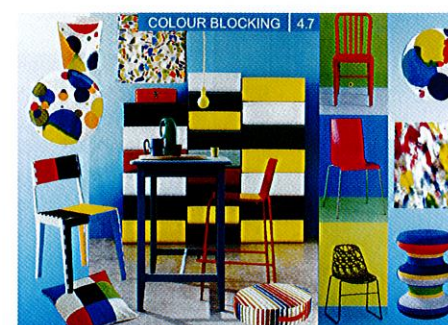
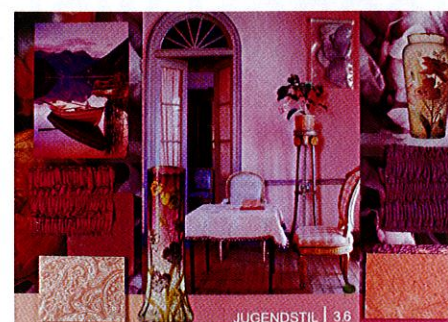
major trend-focused event, including the 2005 Surtex and the Contemporary Furniture Fair and International Colour Marketing Group, both in New York; the 2007 Australian International Furniture Fair in Sydney and Evtex in Istanbul; and 2009 Tendence in Frankfurt and Furnitex in Melbourne.

Her client base forms an impressive list that ranges from Swarovski and Avon cosmetics to L'Oréal and Revlon, and House of Fraser, Honda and IKEA. Here, we share her experience, insight and directions.

[www.milouket.com](http://www.milouket.com)



**FLIGHTS OF FANTASY** A feminine direction, with an emphasis on romantic, quite conservative styling. Colours are based on faded flowers, such as hortensia, with many pinkish and faded aubergine colours. Old-fashioned, feminine techniques, such as crochet, knitting, lace, etc, play a role. Sometimes these elements are translated in a modern way. Gold and silver are added to emphasise parts of a design. Sculpted mirrors, crystal chandeliers, period furniture and florals determine this direction. Decorative textile products are important. The prints, weaves and other colours are carefully colour-coordinated. We see a lot of forged iron furniture and beds. Painted products are often affected to give a worn-in antique and vintage look. Colours are mauve glow, peach, raspberry, banana, old rose, faded aubergine, faded blue and faded green. Our beige from the first range 'Supra Natural' is used as a separate possibility and gives an altered effect when combined with the range. With white, however, the total impression is much fresher. The colours are often applied tone-in-tone.

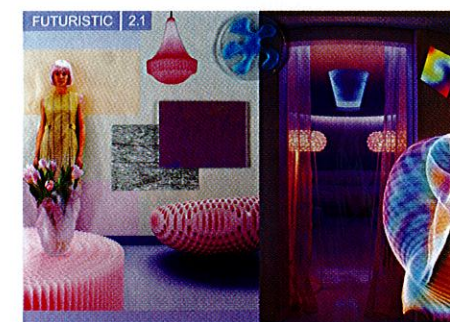


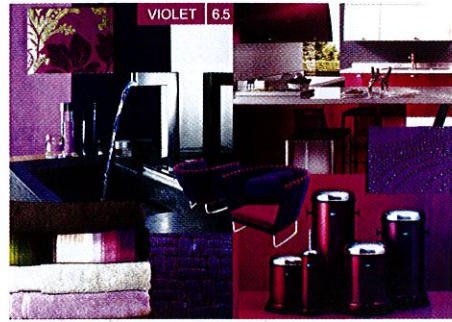
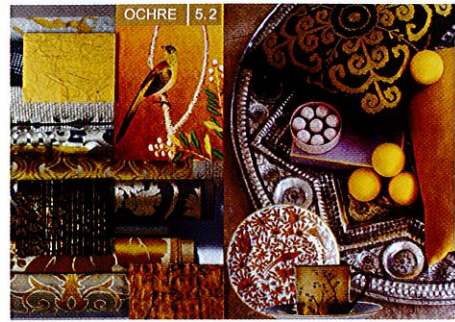
**BRIGHT KALEIDOSCOPE** A colourful direction where colours are based on synthetics. The colour, light and translucency of material are important. Think glass, plastic, plexiglass, resin and silicone. Also, high-gloss materials are important, such as lacquer and high-polished materials. Furniture is often modular to offer maximum flexibility. We see colourful ethnic influences. Colourful pixels and confetti are used as decoration. Furniture is often curved. We see a return of objects, inspired by the Memphis movement: humorous and cheerful. We see photographic images and stylised flat flowers. Sustainable ideas are important for green products. Small furniture is popular, as is lighting. Transparent plexiglass in neon colours adds a contemporary effect. Colour blocking, spots and stains, as from an artist's palette, are popular. We see colourful recycled floor tiles. Colours are a bright explosion and based on a kaleidoscope. Bright red, orange, bright yellow, lime, grass green, deep turquoise, pink, purple, electric blue... Red is important, yellow is a trend and both are combined with white. White and black are used as accents.



**SOFT TECHNOLOGY** Almost acid pastels are influenced by colours of technology, as in a laboratory. White is indispensable for a fresh and clean effect. We see effects derived from the view under the microscope and from medical equipment, or the transparent under-water world, to more romantic, organic, tropical and kitschy influences. Prints are very important, in particular in multicoloured variations. Also here, the effect of light is very important. A soft, artificial effect of colour seen through a transparent or translucent synthetic material is key. Artificial materials, such as glass, plastic, plexiglass, silicone, rubber, etc, give a diffused, yet colourful, effect. Colours are combined with white. A small dose of black is used, for instance for thin lines and outlines. As colours, we see heavenly blue, radiant orange, fresh pink, coral, sunny yellow, light emerald, spring green, fresh turquoise and fresh lilac. Iridescence, multi-foil materials, gels and reflective aspects are important. Sometimes fluoro elements are added. Silver and gold are used for special effects.

(p26) ▶

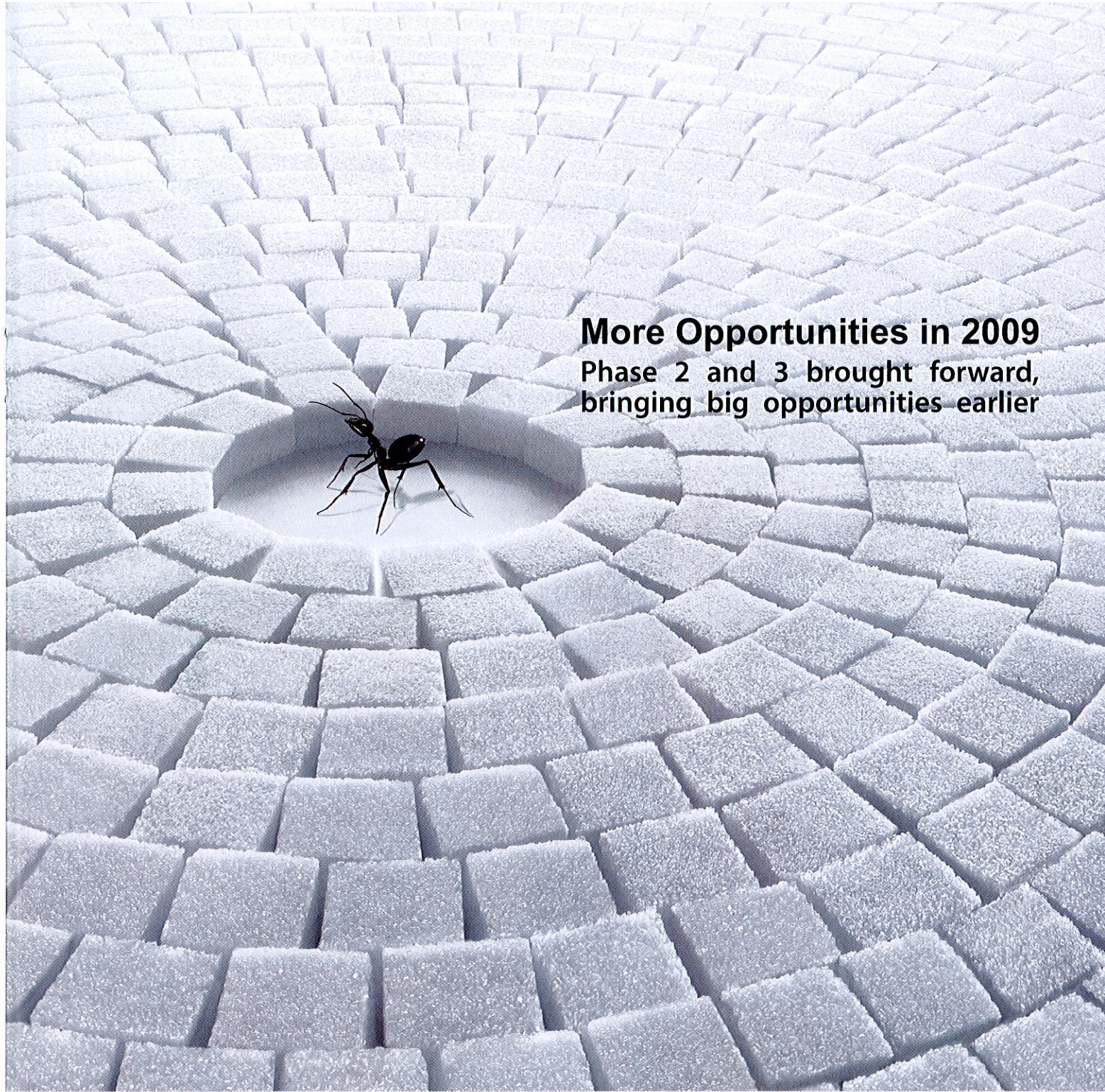
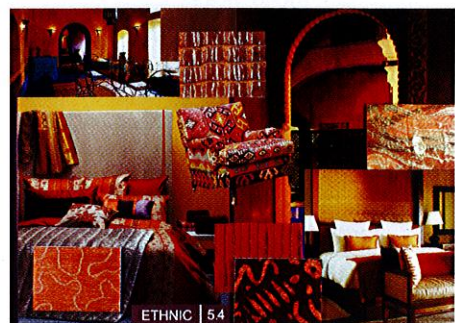




◀ **CROSS-CULTURAL** People travel more, they are like modern, urban nomads, and bring home interesting products from foreign cultures. Think influences from the Mediterranean area, especially Morocco, and the Orient, in black and red lacquer. Warm vegetal coloured tartans from Scotland are mixed with kilims and paisleys. We see African influences. Indigo remains an important theme. Texture is important, especially in rustic interpretations of brown. Leather, suede, unfinished wood, cork and braided materials add interest. Luxurious materials, such as taffeta and heavy silks, are desirable. Metallics and glass products are used as an accent. There is a sustainable theme in green colours, based on the jungle and the rain forest, with matte/shine combinations. Think warm colours, from ochre to orange and deep red, ending with warm browns. Sometimes the range is mixed with bright accents. It also shows a beige colour for a refined, neutral effect. Colours are olive green, green sulphur, brick, warm red, wine red, deep magenta, saddle brown and warm brown. Often oxidised metals are used as an accent.

**CLAIR OSCUR** Deep, dark colours in a combination of shadows with light shades, hence the name Clair Obscur, as used in classical painting. Luxury, dramatic fabrics, precious materials, but less decoration than before, play a role. Decadency in the use of over-dimensional products, especially furniture and vases, and the obvious luxury of shiny silks, metallics and (fake) furs. Rich fabrics add to this luxurious effect. Historic references and the revival of old techniques are on walls and structures. Smooth, shiny materials contrast with tactility and texture. Embossed reptile patterns are popular. Grey is enlivened by shades of silver and bronze. We see less baroque shapes, and more quiet, large shapes and an interest in luxury materials with a sustainable character. We also see industrial elements. Dark colours are combined with lighter, brighter colours. Deep aubergine, deep blue green, indigo, deep purple blue, violet, deep brown, mid grey, jet black... Gold adds effect; black in matte and shine combinations are important; black and white are used; black is paired with red or white with red; blue combines well with brown.

**SUPRA NATURAL** Technology shifts our attention to biology and science. 3-D printing makes a future of 'mass-individualisation' possible. Solutions with light are important. Opposed to clean and smooth industrial products, we see texture and tactility. Glittering effects and metallics add interest. Poetic elements play a role, such as laser-cutting, origami and perforations. We see layered effects, organic shapes, furs and hides and over-dimensional products. Hand-crafted techniques make a product more special, personal, imperfect, irregular and a-symmetrical. Warmth is added by textures, furs and open fireplaces. Wood, mostly in light variations, varies from unfinished and coarse, to super thin and almost transparent. Paper and cardboard bring lightness, transparency and colour. Outdoor products are important in light and cool colours. White is the most important colour. We see skin, cool pink, cool mint, light blue, white, cool yellow, cream and beige, plus natural colours. Sometimes a dark brown is added; grey in different gradations; and silver adds interest. ■



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