

TRENDING PRODUCTS FOR FALL

By Abby Fosco

A change in season is a great opportunity to freshen up your inventory. This fall's hottest products in the moulding and digital printing arenas are influenced by interior design trends, color trends, and continued trends by popular demand. As a business owner, having solid knowledge of these trends is key to providing modern frame designs and other cutting-edge services that will bring in new customers from all sectors.

According to industry experts, several new color trends are sweeping the interior design industry—and these color trends have a strong influence on emerging moulding lines. Dusty pink, for instance, “is just as prominent in interiors for both home and commercial settings and is seen in ceramics, furnishings, wall décor, and rugs,” says Connie Cook, senior product manager for Crescent. Pink is traditionally known as a spring and/or summer color, but dusty pink's softer tint makes for a unique and eloquent fall color that “contrast[s] [well] with deep, saturated colors,” notes Cook.

Yellow and yellow-green hues are also making a strong statement, according to Cook. “Gen Z Yellow, a deep marigold hue, has come to represent this generation of three- to 21-year-olds that follow the notorious millennials, now



● Eric Bazarnic, co-owner of Image & Frame in Scottsdale, AZ with his wife Lynn, using a Canon imagePROGRAF PRO-4000.



● Framera's Swirled Gold moulding

ages 22-37,” she says. Younger generations are being heavily represented in design and color trends. According to Cook, “Millennials are uncompromising in their demand that the lines are blurred between work and play—professional and personal. As a result, office furnishing manufacturers are incorporating more home-like and nature-influenced aesthetics.” With younger generations in mind, fun and vibrant colors/aesthetics are prominent trends this fall.

Josh Eichner, vice president of Framera, also sees millennials' and Gen Z's influence on today's trends. “Younger generations are having an enormous impact, both by their own tastes and via influence and social media,” he says. “There is a somewhat cost-conscious culture change with millennials, indicating that they would rather repurpose than buy new.”

According to Eichner, although millennials' cost-conscious mindset “doesn't typically affect moulding, we are seeing it creep into certain design aspects with industrial, mixed metals and rustic looks.”

With that in mind, along with emerging trends, many popular-by-demand trends are continuing into the fall season. “We're seeing a continuation [of moulding trends],” Eichner says. “Our most recently launched gold-hued finishes have outperformed aggressive forecasts and continue to suggest that soft golds are trending. Overall, transitional golds and brassy tones that complement bold colors and neutral gray tones are most popular.”



● Conference room design featuring Crescent Couture 1304 Gray Pebbles top mats

A balance between soft, neutral colors and bold, striking colors is a strong trend goal for this fall. According to Eichner, contemporary trends such as metal continue to be popular; he notes that “mixed metals and industrial chic should continue through the fall as well. Narrow, slightly deeper, either flat or con-

temporary profiles continue to show strong demand.”

On how many such color trends come to fruition, Lonnie Lemco, executive vice president of sales and marketing at World Art Group, says that his company “continually monitor[s] the home décor and fashion markets, including floor coverings and uphol-

stery/textiles, and then we update our color trends and marketing design boards.”

Lemco also notes that he “looks at trends not just nationally, but globally. Twenty-five percent of our business is outside of the US, so it’s important to be on top of trends, market by market.” For frame shop owners

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looking to broaden their customer base outside of their home country, keeping an eye on both national and global trends, as Lemco does, may lead to boosted revenue from international customers.

In the field of digital printing, both new and popular-demand trends are continuing into the fall. "We see a big trend towards the high-end fine art papers, such as Etching Rag and Textured Watercolor, and photo papers, such as Fiber, Platine, and Baryta," says Brad Denger, president and CEO of Beale Ash Distribution. "Canvas prints continue to be popular as well."

Looking beyond this season, Denger forecasts that "there is also a growing interest in the ChromaLuxe dye sublimation metal photo panels as an alternative to traditional inkjet prints. These trends should continue well beyond the fall."

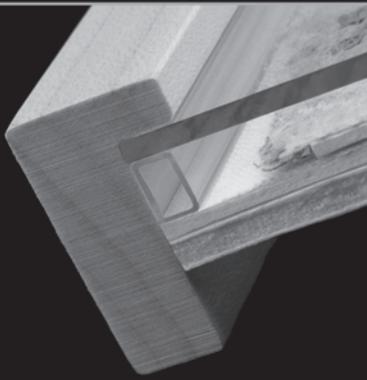
According to Ed LaManna, senior manager of product marketing for Canon, he is seeing "the biggest growth in producing prints and having them placed in custom frames. More frame shops are now offering digital printing."

If you don't already offer digital printing in your shop, Denger notes that "framers are looking for areas where they can offer more to their customers than just framing. Adding



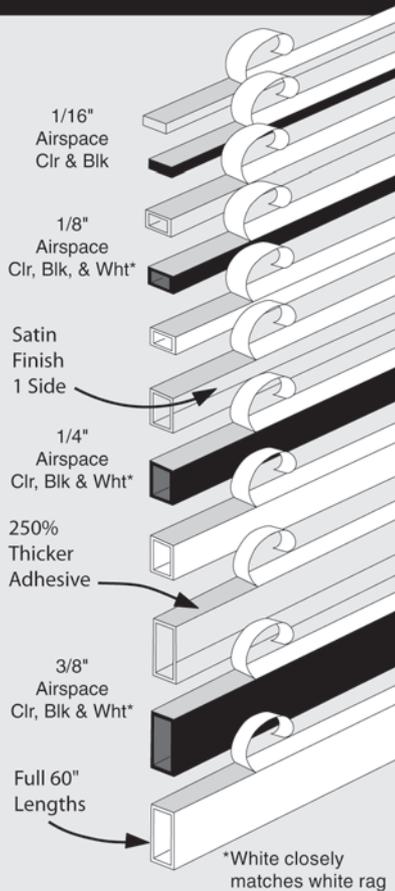
● Blush and Olive Lifestyle image from World Art Group

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printing capabilities to the shop provides a value-added service for their customers and provides a new revenue stream that complements their framing business." LaManna also notes that "a big trend for us is more on-demand printing. With camera quality continuing to increase, customers have high quality files they want framed." Providing extra services in your shop is a strategic way

to have an edge on your competition, and offering the latest in digital printing trends is one way to do that.

As you look around your shop at the beginning of this fall season, keep these product trends in mind and evaluate where you can make updates. Allow the change in season to be an opportunity for new designs, new services and, inevitably, new customers. **PFM**

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