



Market Finds for 2010

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photography submitted

Can you believe how fast 2009 went by? I was reminded of this while in Atlanta for market this January for the 2010 home and gift market. Outside it was below freezing, and roads were freezing over, but inside Americasmart was a feeling of excitement, and energy for the new year to come.

Thousands of buyers gathered eager to see what the newest accessories and home décor would be. I found some trends that were evident between all the manufacturers for 2010. Color was a primary design element on accessories and textiles. Pieces made of natural wood, as well as influences from shells, coral, and birds were abundant. These items bring a feeling of warmth and comfort to interiors spaces.

One current trend this year is hand-embroidered textiles. Antique suzani's known for their authentic needlework, rich in color were applied to bedding, pillows, and wall art. Historically, these are hand-made with natural dyes from Uzbekistan in Central Asia, and are gorgeous but quite costly. To get the same effect, look for reproductions for a budget friendly alternative. Manufacturers are using the same design aesthetic on fabrics for bedding and pillows in colorful graphic floral motifs. Also, look for wall art with colorful prints in transitional reproductions of these motifs.

Furniture with natural wood finishes, as well as home accessories with natural elements will be a must have. Furniture with white washed finishes were everywhere creating a neutral color base for the bright colors seen in home accessories.

When purchasing furniture and home accessories opt for sustainable product choices. For instance, a coral reproduction is a better choice for our environment over an authentic. Shells, driftwood, and botanical influences are also seen in the current market. There is a new take on this trend that can be casual chic, and not so cliché. Last year was the coral embroidered on pillows and

table runners with beading... This year look for large shells, and coral centerpieces for your coffee table or shelving. (Reproductions of course!) This is not just for beach homes anymore! Botanicals are emerging in a new fashion; easy going coastal with a contemporary urban twist.

Birds are showing up in unexpected ways for home décor. Traditional? Not so much. Birds on trend are cosmopolitan with a country French touch. City birds! Lamps with porcelain bird bases, and birds perched on chandelier arms make for interesting, nonchalant focal points with casual elegance. Birds are everywhere, and produced in every kind of material from paper mache, to decorative metals; from fabrics to ceramics. These accessories will add a bit of artistic eclecticism without going too far from traditional design aesthetics.

Color will definitely be finding its way in to home décor this year. People are tired of the winter months, and the recession. Consumers want a lively pop of color in their home! Accessories in turquoise, orange, and purple are an easy way to spice up a room without too much of a commitment. Rich colors will work well with a neutral color palette in furniture. Feel free to mix colors, and patterns. This is a year of comfort in home décor. Throw out the rules, and relax. Be creative, and original, not so matchy-matchy. Homes with a personal, eclectic mix are so chic, and don't forget that "out of the box" is so in! 🐦

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