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FORWARD TO A FRIEND NEWSLETTER HOME FASHION PRODUCT DEVELOPMENT CONSUMER RESEARCH

Content - Fashion

 Home Fashion 2008 Print Quality

By now many of you have seen the Cotton Incorporated Home 2008 Color and Fabric Forecast. This season's forecast has a new sleek design that hopefully caught your eye and enhanced your outlook on seasons ahead. We move into 2008 with an enhanced awareness of the environments and influencing factors that surround us causing us to continue to strive to produce products that are more personalized and stylized than ever, thus allowing us to differentiate ourselves from everyone else and to ultimately inspire our customers. Here is an overview of some of the information that we covered in the presentations. I hope that you enjoy this review of the season and as always if you have any questions or comments please do not hesitate to contact me.

Dana Poor
Home Trend Forecaster

pure



colour

- Billowy washes of light colour
- Delicate snow, carved rock and cloud formations
- Blurring of boundaries of nature and sculpture

surface

- Borrows from vast scale of nature
- Snowcapped mountains, weathered stone, rolling clouds
- Amplified thickness and puckered constructions envelop and provide new levels of comfort
- Inviting, soft and supple textures encourage you to touch and feel
- Exaggerated details maintain a modern perspective

borrowed



colour

- Woven carpets, ceramics and figurines
- A visitor's view of artisans at work
- Rich tones are symbolic and expressive

surface

- Fabrics borrow from far-away places and assorted cultures
- Small villages and new territories inspire with aboriginal prints and crafted textures
- Modern interpretation of fabrics celebrate cultural designs, expressing our interest in the world beyond our door

stability



colour

- Palette borrows from architecture
- Radiant peach brings interest to tones of blue and brown
- Understated and modern, a new spin on elegance

surface

- Pull inspiration from architectural elements and structures
- Simple but sophisticated design
- Slight masculine influence provides fabrics with boundaries and structure that add dimension to subtle patterning

perspective



colour

- Challenging the norm and pushing the boundaries of colour
- Neon tapestries and urban eccentricity
- Edge and attitude of brights combine with muted cools

surface

- Provocative fabrics that inspire us to see pattern in new ways
- Traditional elements cleverly updated with contrasting colour combinations and surface textures
- Reinvented classic textiles with edge and attitude

chameleon



colour

- Moody colour reflects frequently changing personalities
- Alluring yellows are uplifting and optimistic
- Mysterious dark tones encourage subtle dysfunction

surface

- Versatility and adaptability anchored by subtle colour variations and discreet appearances that gently fade into the environment
- Rich colour combinations offer elegance without being over-abundant.
- A hint of mystery unfolds as etched appearances offer various degrees of texture and depth



colour

- Innocence, agelessness and creativity
- Colours push the levels of fantasy and imagination
- Carefree moments produce colours of nostalgia

surface

- Fabrics celebrate fun and fantasy and a sense of indulgence
- Prints and motifs capture our imagination and allow for creativity in everyday life
- Brilliant colours and added details extend a more youthful appearance to sophisticated design