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A newsletter for the home furnishings industry brought to you by Cotton Incorporated

Issue No.1

HOME



## Taken by *Tokyo*

Having arrived back in New York from a jam packed research trip I am full to the brim with ideas. What is it about the Japanese aesthetic that makes it so **simple and beautiful**? Even hard edged contemporary looks seem to take on a subtle softness to them. Just sitting here at my desk and looking around at my newly arrived Fed Ex boxes full of beautiful textiles I suddenly realize that I can hardly harness all the ideas. I will do my best.

For those of you who have never had the opportunity to experience the wonders of Japanese design first hand I only have one thing to say...it is a must. No matter how many times I visit Japan I always leave with unbelievable inspiration and a renewed appreciation for design and innovation. Like always **Tokyo was booming**. The street fashion was as exciting as ever and the city was packed with people. Trying to not be overwhelmed I set out to tackle my favorite stores.

offerings were not as graphic or harsh as last season and contained more simple color combinations. **Nature motifs dominated the contemporary offerings**. Stylized grasses and engineered botanical motifs seem to have replaced the circle/dot explosion of my last trip. Mid-Century modern design was also very present.

Traditional home product offerings for the bath included lace, crochet and scalloped edges, all with a very feminine and heirloom aesthetic. Bedding was clean with a great deal of single color embroidery/print on solid grounds. Comfort with clean lines and the idea of **simple luxury dominated**. Subtlety and suppleness were two prevalent key words. Also

standing out were a few examples of stylized Japanese interpretation on Thai and Indian artisan craft.

No matter how many times I visit Japan I always leave with unbelievable inspiration and a renewed appreciation for design and innovation. Thank you Tokyo!

Warmest Regards,



Dana Poor, Home Trend Forecaster

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