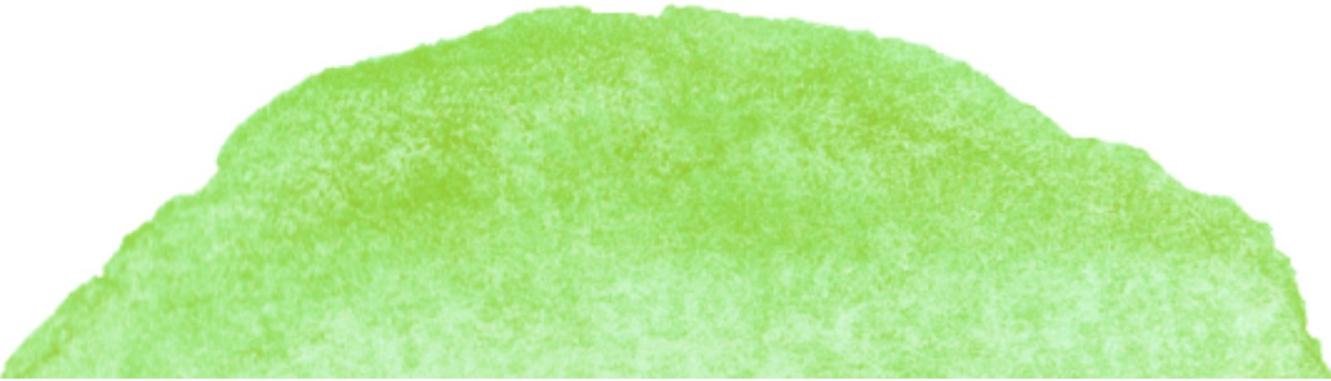




SPRING  
2017





## HELLO

We are pleased to present you with our spring and early summer trend guide for content marketing. One of many trend guides we create throughout the year, this 16-page presentation will give you a fun and informative look at seasonal retail, home, dining and color trends.

We hope you enjoy!



**WOMEN**

**MEN**

**KIDS**

**HOME**

**DINING**

**COLORS**

**1**

**6**

**8**

**10**

**13**

**15**

**Notes:**

These trends are macro –

- They can be tailored to your region.
- They are broad enough that shoppers can find a trend that they are using.



**Trend Alert Star** - These are reoccurring trends from 2016 that are still relevant for the current season.



A large, textured green circle containing the word "WOMEN" in white, sans-serif capital letters. The circle is set against a white background with blue and white geometric shapes and yellow confetti-like dots.

# TRIED & TRUE

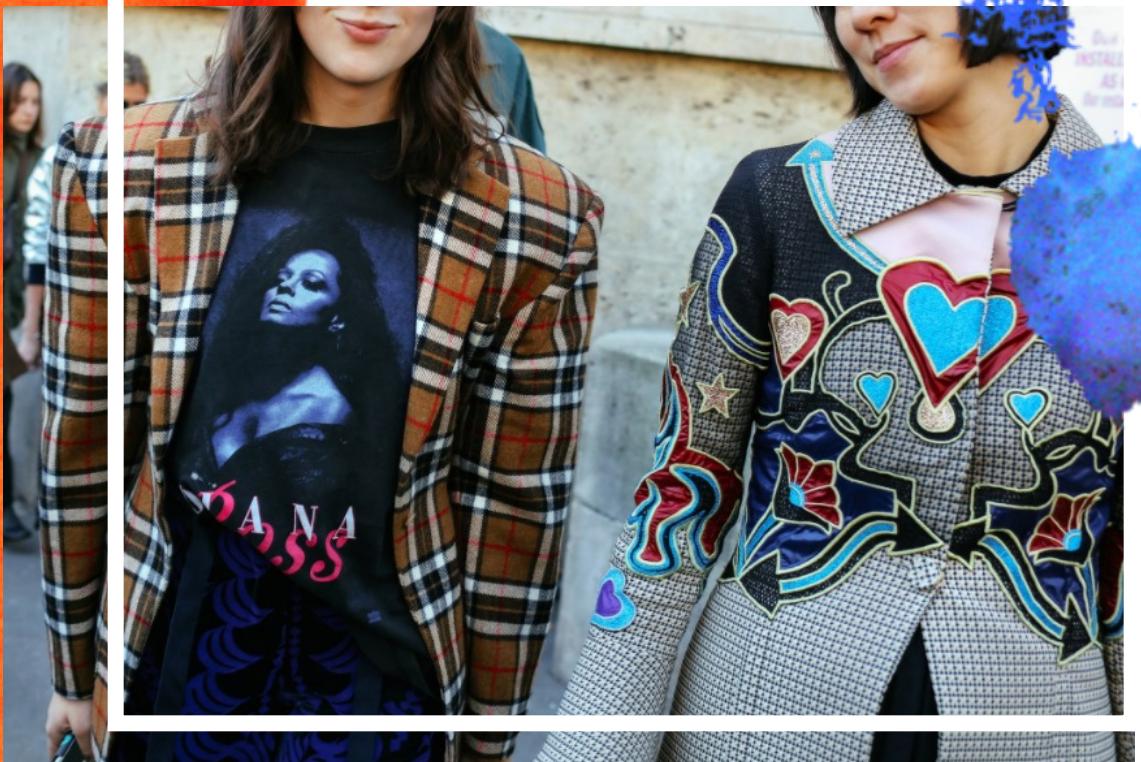
## *Denim Do-Over*

Skinny jeans may see the end of their fashion reign with a comfortable shift towards looser fits and vintage silhouettes.



## *Sneak Attack*

Casual is the new cute. Glitter, decorative patches and bold hues transform the classic white sneaker into the season's most versatile—and comfortable—accessory.



## TREND SETTER

### ‘80s Baby

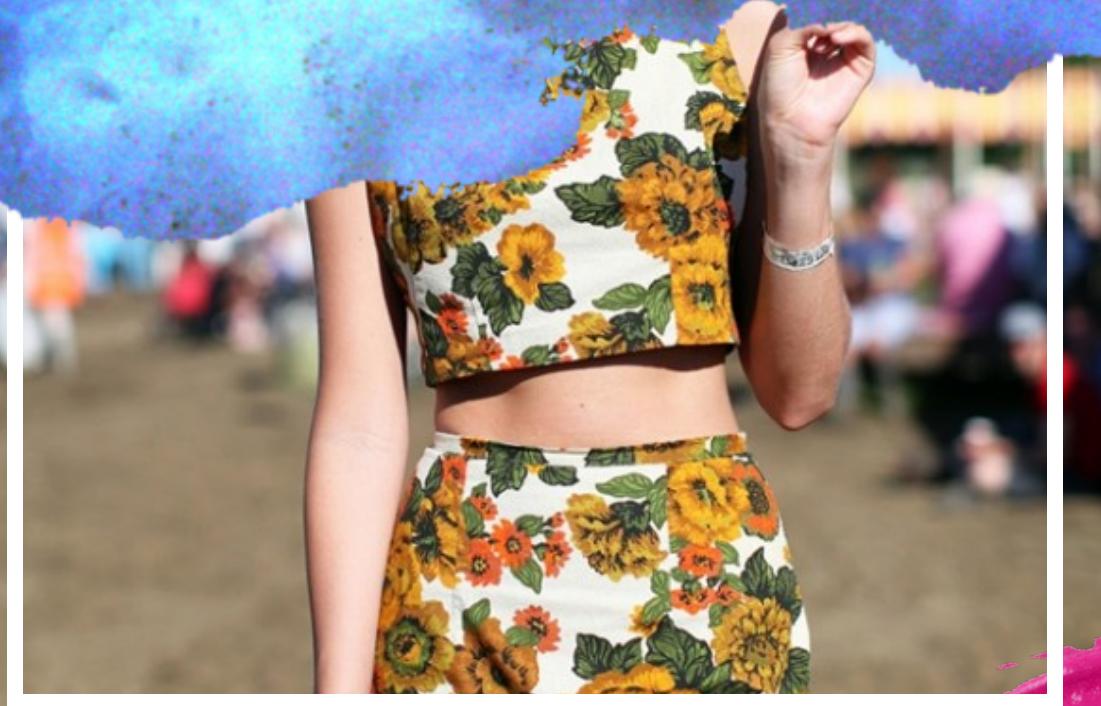
Time to bring out the padded power suit from storage. Big shoulders, nipped waists and ruffled hemlines are flash-dancing their way back on to streets with bold, noticeable flair.

### *Stripe It Out*

From the nautical look of Nantucket to City Slicker pinstripes, this reliable pattern is a consistent crowd pleaser for spring fashion. This season takes a bolder approach with stripes in blocky, graphic and textured proportions.

### *In Bloom*

The anticipated burst of seasonal floral fashion goes full throttle with head-to-toe blooms in large prints and bold color. Think wallpaper (that you wear).





### **Loud & Proud**

You are what you wear. In perfect political fashion, resistance takes the runway with quirky phrases and powerhouse statements, making slogan tees the new 'it' apparel.

### **Shoulder Show**

Arms and shoulders rage on this season with dare-to-bare cut outs, sultry sleeve slits, off-the-shoulder detailing, and one-shoulder garments.

# STATEMENT PIECE

### ***Supersize Me***

Large, unstructured purses are an easy solution to the one size fits all mentality. Plus, it doubles as a stylish work or gym bag.





#### ***Not-so-mellow Yellow***

The cheeriest shade of the season brings a fresh, sun-soaked appeal to dresses, outerwear and more. Plus, there's a shade for every skin tone.

#### ***Kiss from a Rose***

The power of pink makes a statement for spring in bright, plain and undetailed fashion. From candy pink to soft rose, this pretty hue awakens even the most demure designs.

# COLOR CRAZE

#### ***Trenched In Style***

From safari to city, khaki is the neutral color and fabric of choice. Sharp detailing, big buckles and exaggerated lengths bring the classic trench coat into new light.







### ***Slack Off***

Looser suits and pants give guys much needed breathing room with laid-back fits and cropped hemlines. Paired with the right pieces, this look can be put together without the stuffiness.

### ***Going Old School***

The MTV generation gets in gear with a high fashion approach towards '90s-inspired sportswear, streetwear and accessories. Bucket hat, anyone?

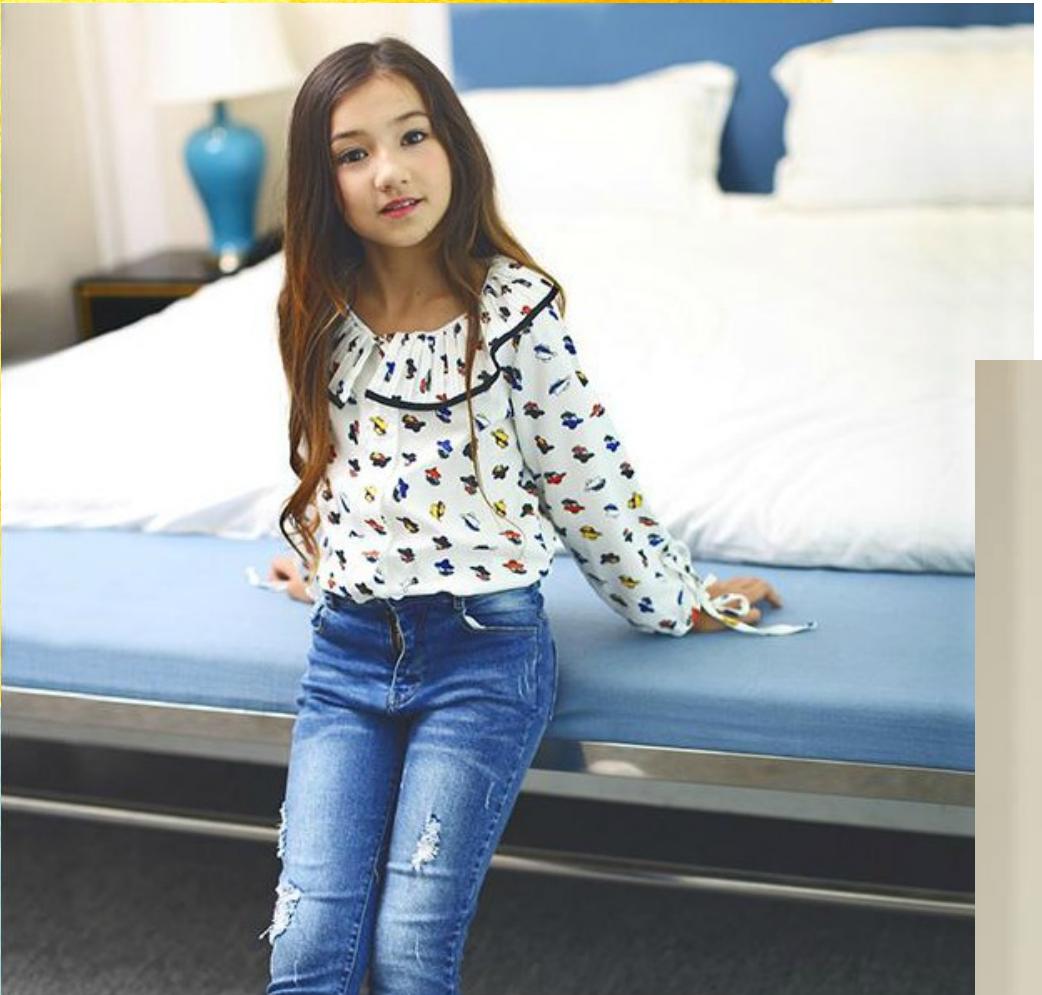
## LOOSE ENDS

### ***V-Neck Check***

This classic menswear staple may have fallen out as a high fashion item, but is re-embraced for spring with deep angular style and fresh color.







#### ***Ruffle Rules***

Perfect for playdates or parties, ruffled details add a sweet sophistication to both dressy and casual ensembles.

## SOFT & SIMPLE

#### ***Ballerina Basics***

Whether mini, midi or maxi, tulle skirts and dresses give a magical touch to little ones' wardrobes. A graphic tee and colorful sneakers add the perfect playful flair.



#### ***Pastel Playground***

The staple shade of spring and summer, kids will rock soft pastels in cheery, versatile colors, like blue, yellow and khaki.



HOME

A large, green, textured circle with the word "HOME" written in white, sans-serif capital letters in the center. The circle has a soft, watercolor-like texture and a slightly irregular shape. The background behind the circle is white, and there are yellow and blue decorative elements at the top and bottom edges of the page.



### ***The New Black***

Navy is the preferred neutral color for the season, serving as a modern, fresh alternative to traditional black. Plus, it pairs well with almost any color scheme.

## ME & HUE

### ***Faux Finish***

In sync with fashionable faux fur, faux materials are splashing unto walls, floors, countertops and more. With faux finishes in wood, quartz and marble, the budget-friendly trend looks perfectly chic in small and large spaces.



### ***Bad to the Bone***

Forget flat white. Artisanal décor in earth-inspired colors like raw or “bone” white add organic, natural beauty to coffee tables and bookshelves.

# MATERIAL WORLD

## *Texture Time*

Fall's favorite fabric heads home with velvet draping couches, pillows, throws and more. In trending royal hues like cobalt and emerald, softness, comfort and luxury blend seamlessly.

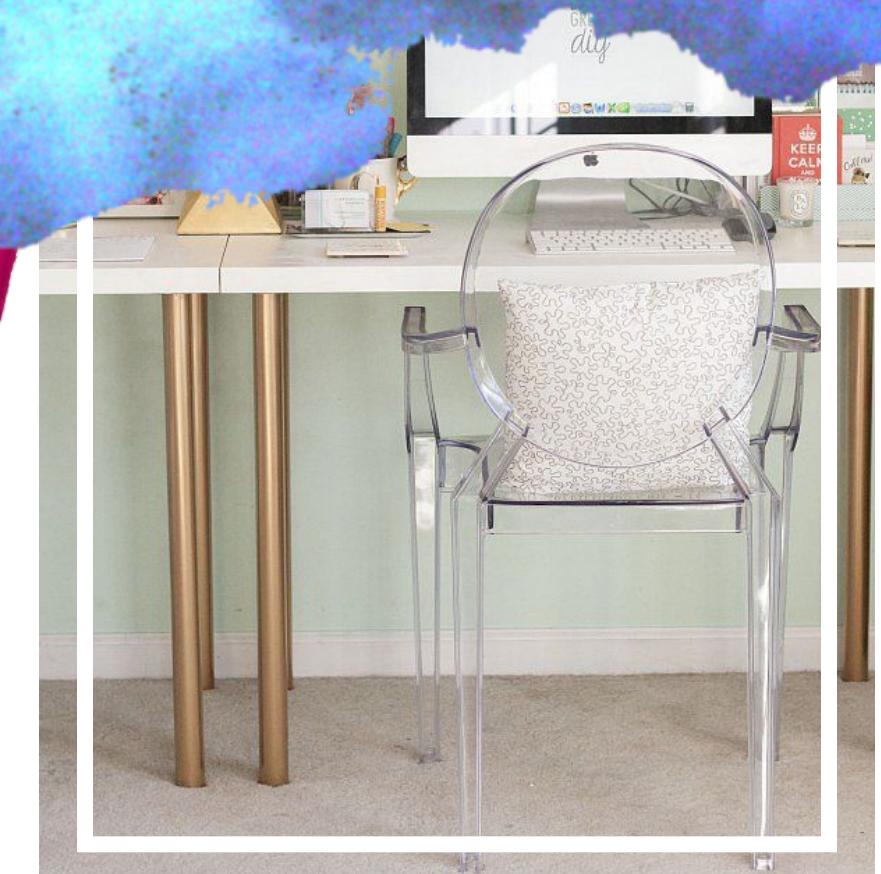


## *Mix It Up*

Free spirited spaces call for quirky and eccentric style. Mixed materials, fabrics and patterns breathe fresh life into stale dogmatic decorating.

## *The Answer is Clear*

Minimalism reaches new heights with the addition of acrylic furniture, a sleek and ultra-modern way to maximize space in small rooms.





A large, irregular green circle with the word "DINING" written in white, sans-serif capital letters. The circle is set against a white background with a blue and yellow diagonal border at the bottom.



### ***Bowl Appétit***

From smoothie bowls to poke bowls, food in a bowl is the way 2017 combines flavors, textures and colors into one.

### ***Pasta, please***

Sauce becomes boss as Italian flavors seep into casual culinary culture. Authentic pasta dishes give the trendy health kick a break with a romantic approach to classic flavors.

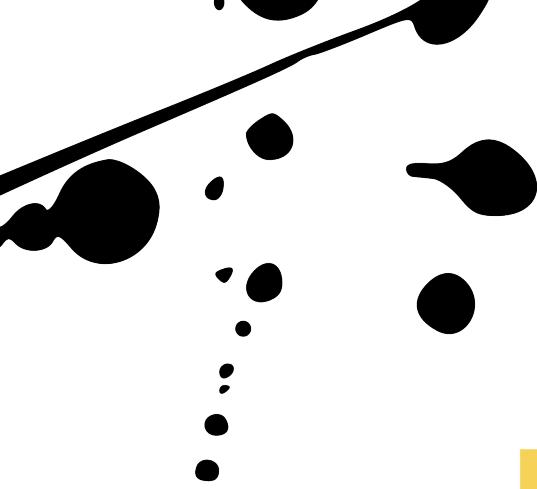
# BITE BETTER

### ***Crunch the Brunch***

Breakfast takes a savory spin with 'Brunchfast,' a lunch-ier, crunchier take on traditional brunch and breakfast items – like fried chicken or crispy chorizo with your scrambled eggs.







# NATURE KNOWS



## *Vitality, Relaxation and the Great Outdoors*

“From colors that are bright and vivid, to those that convey a sense of earthiness, the top 10 colors for spring 2017 are reminiscent of the hues that surround us in nature. In playful, yet thoughtful and precise combinations, they capture the promise, hope and transformation that we yearn for each Spring.”



PANTONE®  
13-0755  
Primrose Yellow



PANTONE®  
13-1404  
Pale Dogwood



PANTONE®  
14-1315  
Hazelnut



PANTONE®  
14-4620  
Island Paradise



PANTONE®  
15-0343  
Greenery



PANTONE®  
17-1462  
Flame



PANTONE®  
17-2034  
Pink Yarrow



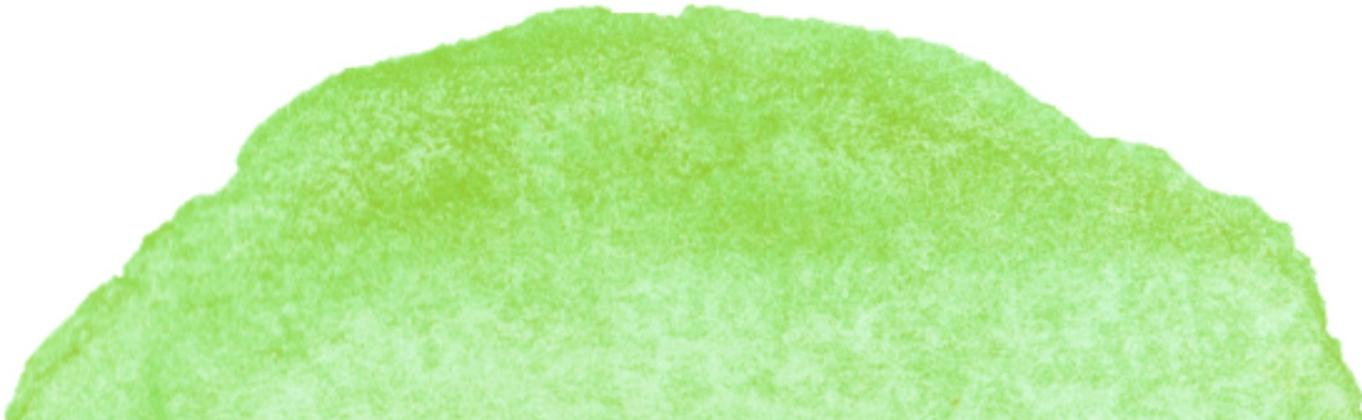
PANTONE®  
17-4123  
Niagara



PANTONE®  
18-0107  
Kale



PANTONE®  
19-4045  
Lapis Blue



## **THANK YOU**

We are happy to discuss these seasonal trends with you in more detail at any time.

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