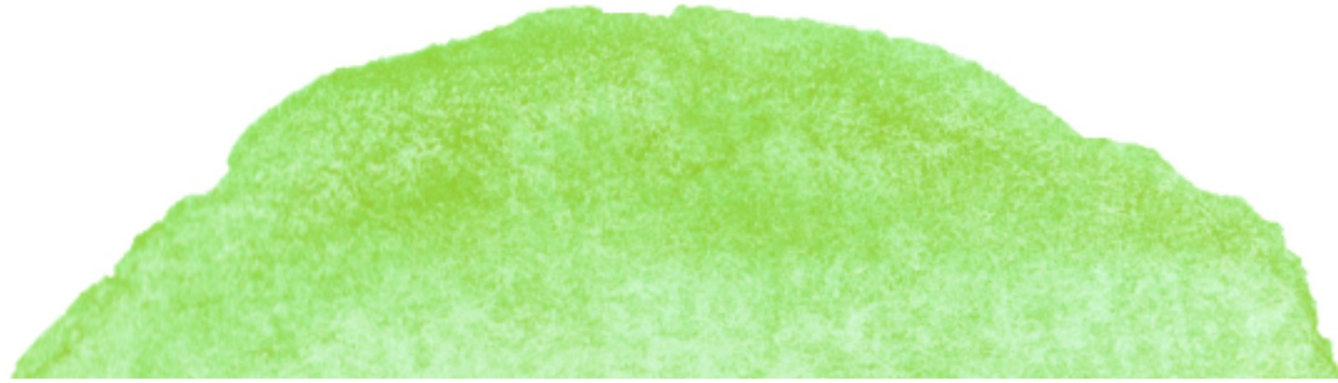




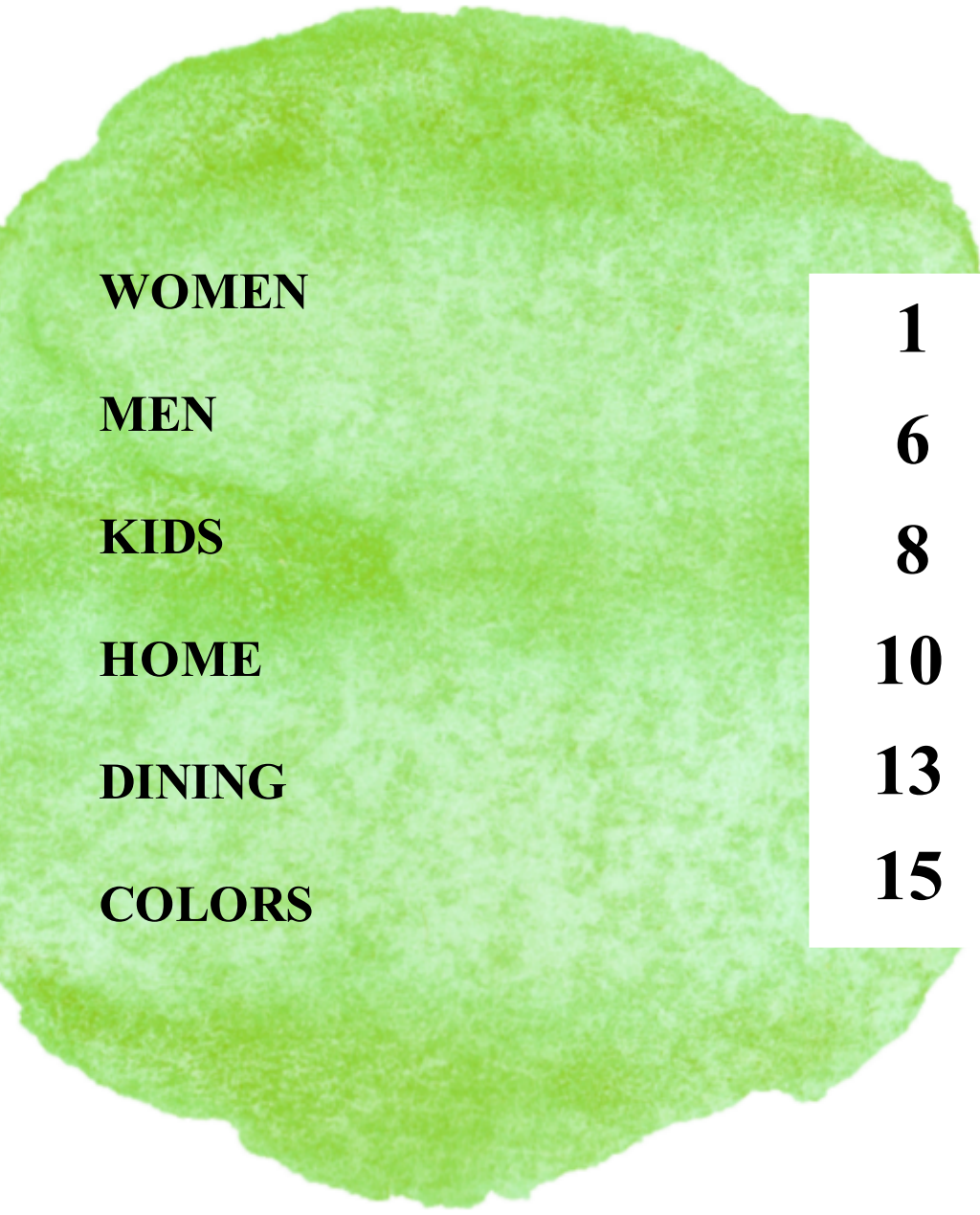


HELLO

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!





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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.



WOMEN

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.





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.

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.





MEN

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.



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.

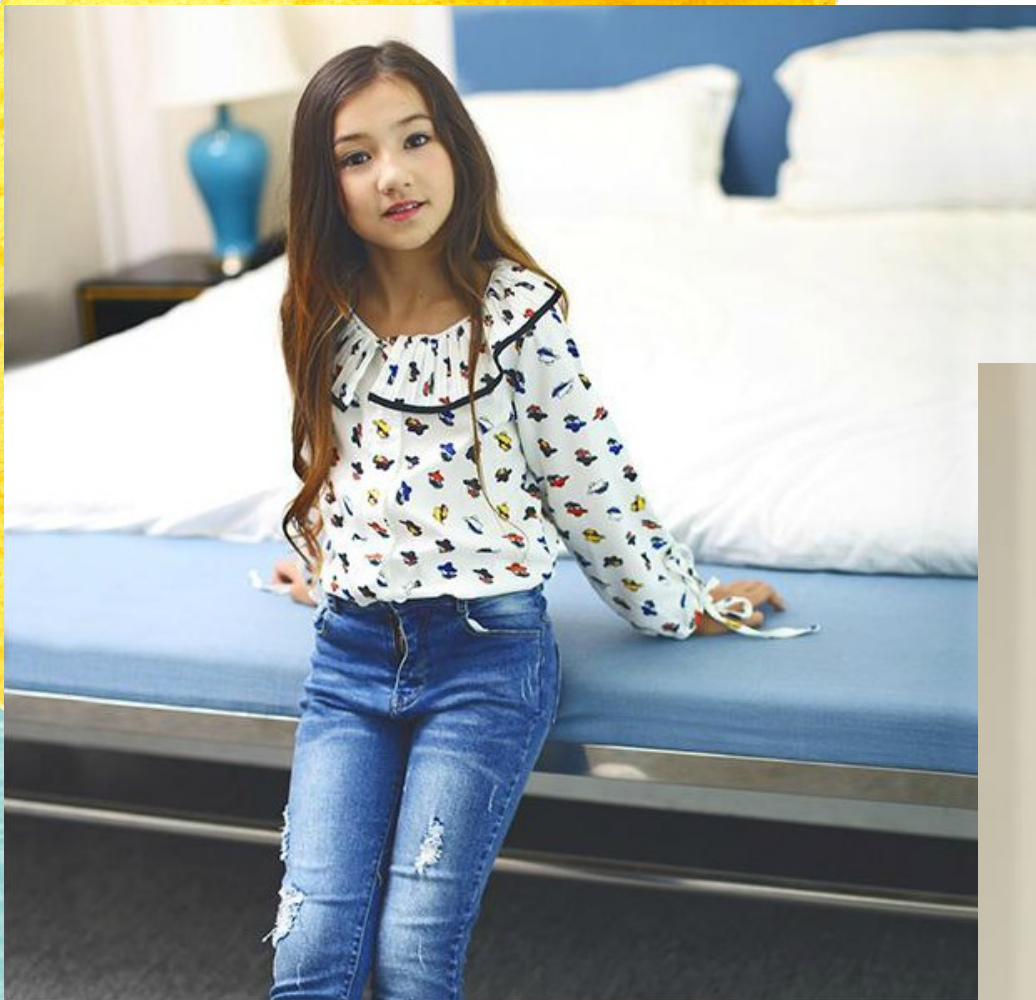
Going Old School

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





KIDS



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.



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.



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.



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

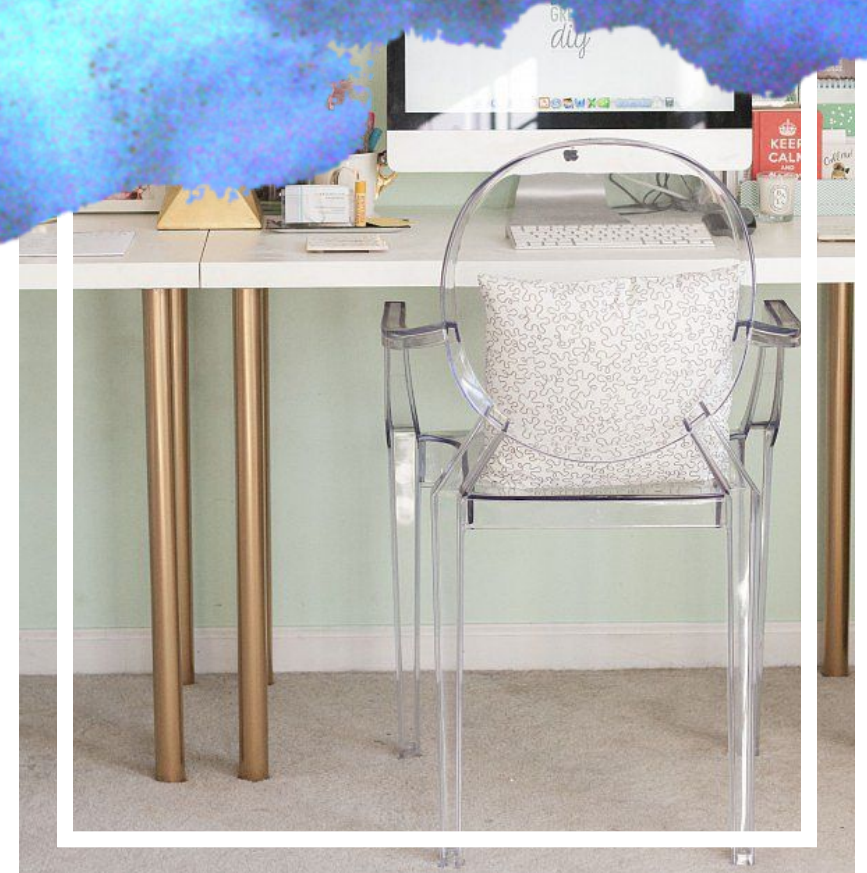
Fall's favorite fabric heads home with velvet draping couches, pillows, throws and more. In trending royal hues like cobalt and emerald, softness, comfort and luxury blend seamlessly.

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.







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.

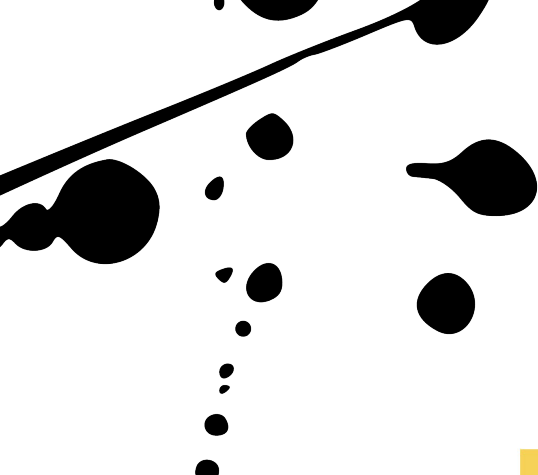
BITE BETTER

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.



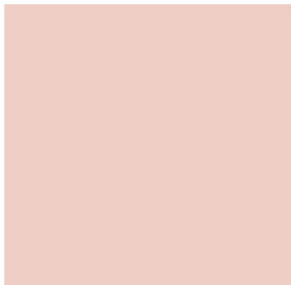
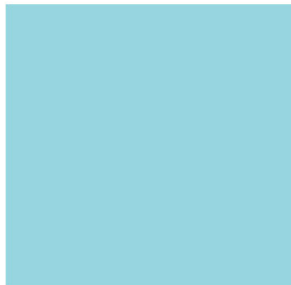
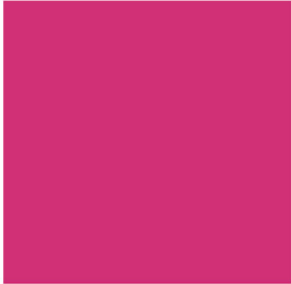




NATURE KNOWS

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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