

# 2019 Trends

By Joanne Griffin from

ARNOLD & BIRD

# Welcome

All the trends included today are overarching themes to cover various product categories

I will offer ideas on how you can apply each trend to different product types

Take elements of the trends that work for you – don't use everything!



# About Me

Arnold & Bird specialise in developing product ideas for creative businesses & bespoke graphic design

Worked in retail & e-commerce for over 10 years – including trend forecasting & product development at [notonthehighstreet.com](http://notonthehighstreet.com)



# Why I set up Arnold & Bird

To creatively empower design-led souls in making their ideas a reality

Elevate Your Curiosity podcast

- Spotting new trends, developing your product range and enhancing your mindset



# 2019 Consumer Trends

## Blue Planet II Effect

- David Attenborough was 'astonished' by how people have responded
- Highlighting the effect of climate change and single use plastic is having on our oceans and the planet
- Rise of metal water bottles, alternative straws, reusable coffee cups and sustainable materials





# 2019 Consumer Trends

## Community & Experiences

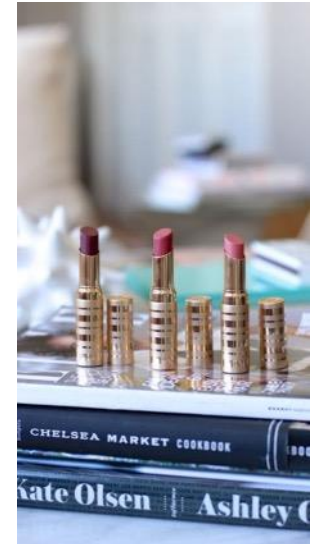
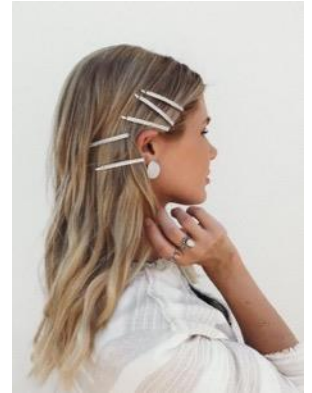
- Spending time together
- Being human and spending time IRL
- Phone detoxes
- Highlighting the rise of loneliness and how to combat this
- Sharing experiences instead of giving products as gifts



# 2019 Consumer Trends

## Nostalgia

- Easy to reminisce as it brings happiness
- Look for positives as it's not covered on the news
- During a recession people search for comfort and purchase little luxuries
- Comeback of bands such as the Spice Girls and All Saints
- Continuing rise of 70's, 80's, 90's and 00's fashion
- Details such as ruching & shirring in fashion and hair clips





# 2019 Colour Trends

## Living Coral

- Pantone colour of the year 2019
- Warm colour
- Extremely wearable shade
- Highlights the connection to global warming and the rise of single use plastic
- Create patterns from coral

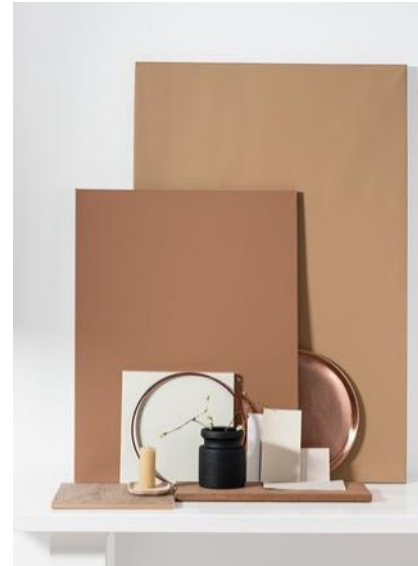




# 2019 Colour Trends

## New Neutrals

- Warm tones that move on from the cool of grey
- Adds a feel of cosiness
- Spiced Honey – Dulux colour of the year 2019
- Animal prints as a neutral shade
- Rise of snake, tortoise, zebra, tiger prints – not just leopard



# 2019 Colour Trends

## Updated Metallics

- Mother of pearl
- Tarnished, natural and worn metallics
- Metallics influenced from crystals
- Gold is still trending for weddings

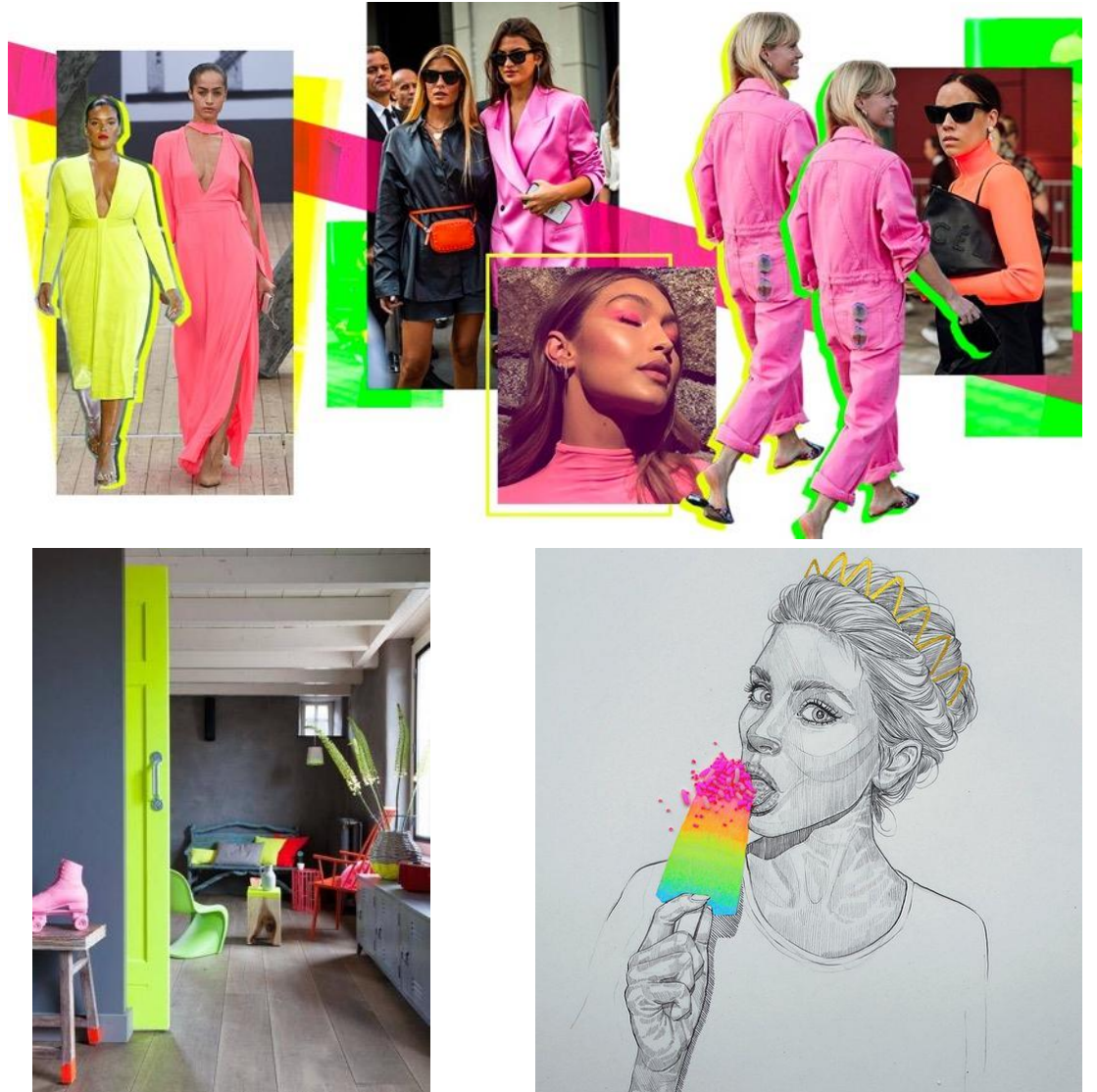




# 2019 Colour Trends

# Neon

- Acid yellow, lime green, orange and bright pink
- Extension of 80's fashion trend
- 90's neon references
- Add pops of colour to clothes, fashion & home accessories and beauty products





# 2019 Material Trends

## Eco & Sustainability

- Sustainably produced products and materials
- Conscious approach to shopping – ‘buy less, buy better’
- Natural materials such as raffia, wicker and bamboo
- Re-use plastic in new ways – fishing nets
- Home accessories such as lampshades, furniture, bags & jewellery



# 2019 Material Trends

## Texture & Tactility

- Need for tactility in a flat-screen world
- Yarns for fringing and texture
- Crochet in knitwear
- Terrazzo
- Works well with eco & natural materials





# 2019 Material Trends

## Make Do & Mend

- Rise of repair workshops
- Buy once, buy better
- Lifetime guarantee - offer to fix products if they do break
- Create bespoke & custom designs from pre-loved goods
- Adding personalisation to products





# 2019 Pattern Trends

## Under The Sea

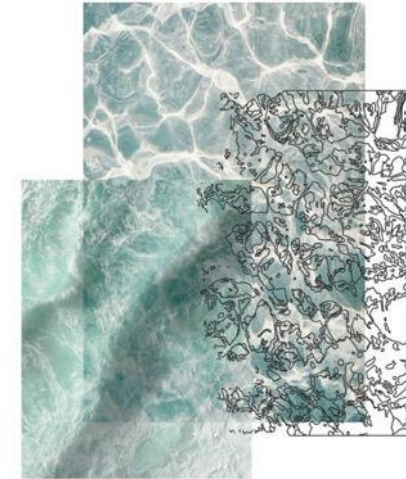
- Take patterns from coral and the natural textures created
- Add the shape of shells and patterns within
- Scallops add a new repeat pattern trend inspired by mermaid scales
- Adding smooth, textured and irregular edges to scallop shapes
- Great for jewellery, home accessories and fashion



# 2019 Pattern Trends

## Under The Sea

- Add ocean textures to add texture and tactility
- Use fringing, beading, rope and layering to represent ripples, waves and shells
- Take inspiration from minerals and agate slices



L'acqua, muovendosi, crea bellissimi disegni astratti

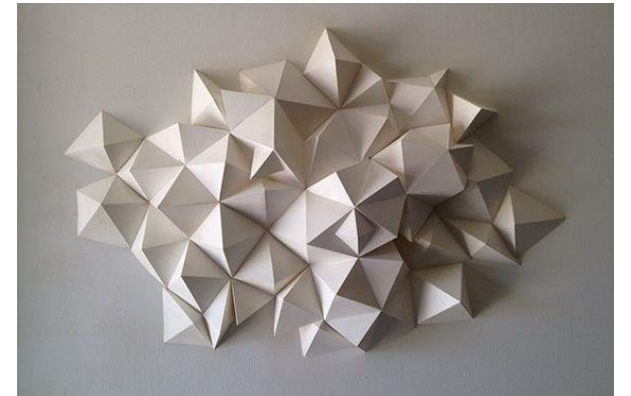
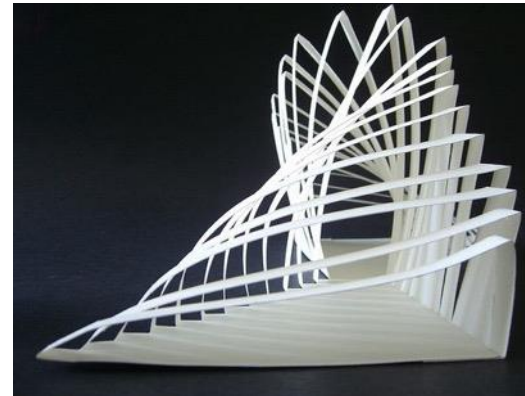
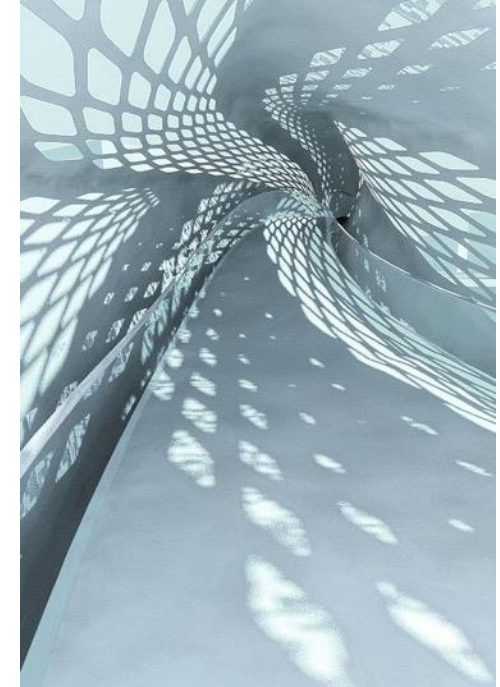




# 2019 Pattern Trends

## New Geometrics

- Architecture and buildings shapes add more curves into structured and angular geometrics
- Overlap different angles to create new shapes
- Create depth in patterns with a 3D style





# 2019 Pattern Trends

## New Geometrics

- 3D mark-making to create raised, textured and indented elements
- Create minimal marks in a Shaker style
- Layer different marks
- Use on packaging, fashion, home accessories and furniture



# 2019 Pattern Trends

## Ditsy Florals & Prairie

- Ditsy floral patterns - busy prints but add in negative space
- Merge watercolours, cut out shapes, line drawn and geometric inspired florals
- Oversized and mini motifs
- Create pattern clashes





# 2019 Pattern Trends

## Ditsy Florals & Prairie

- Update patchwork using different geometric shapes
- Mix ditsy florals with plain colours
- Materials such as velvet, devoré, linen, lace or jersey
- Add stitches, embroidery or fringing
- Recreate the patchwork style in paper, wood, glass or ceramic

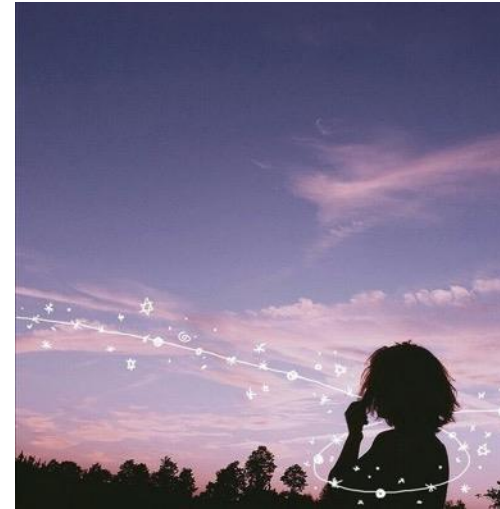




# 2019 Pattern Trends

## Mystic & Celestial

- Unexpected & surreal images that contain a sense of movement
- Elements of magic and conjuring
- Hidden meanings from tarot cards, crystals, runes and the four elements



# 2019 Pattern Trends

## Mystic & Celestial

- Moody, deep, rich and jewel tone colours
- Evolution from the astrology, constellations and star sign theme which has been trending
- Patterns include constellations, moody skies, suns, moons and mystic geometrics

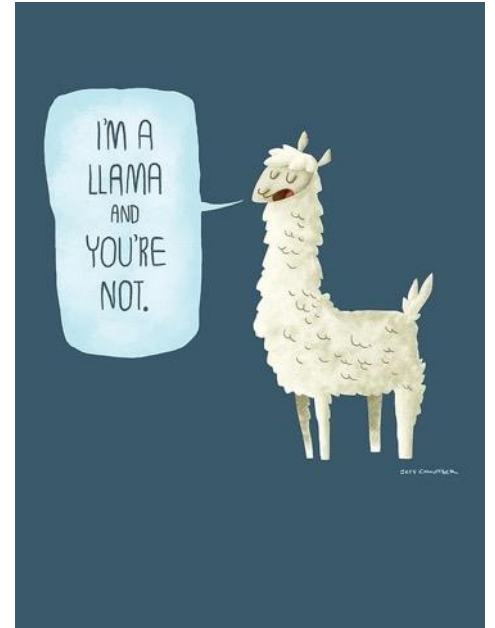




# Just for fun

- Sloths
- Llamas
- Narwhals

Have started to take over from the unicorns!



# Stay In Touch

Elevate Your Curiosity podcast  
on iTunes, Stitcher & Spotify

Instagram @arnoldandbird

10% discount on any package if  
you quote 'startup19'

[www.arnoldandbird.com](http://www.arnoldandbird.com)





# Thank You

Any questions?

