

# 2020 Trends & What Retailers Are Looking For

ARNOLD & BIRD

# Welcome!

Hi, I'm Joanne

Founder of Arnold & Bird which provides product development and design services for home, gift & lifestyle businesses



# Product Development & Design

Product development ideas & designs that are intentionally planned to sell and grow your business

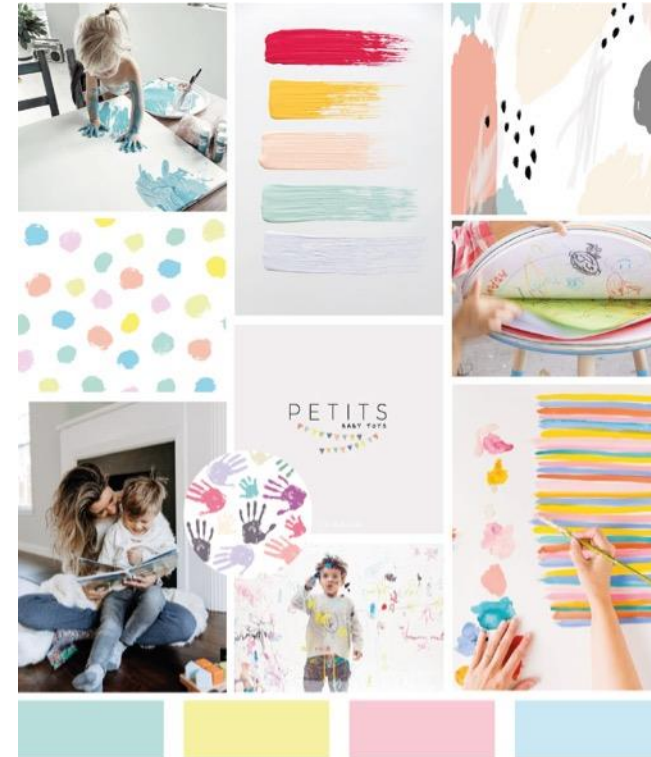
From new product concepts that include a plan to move your ideas into reality. To creating the product layout, patterns, custom illustrations and packaging you need



# Branding & Graphic Design

From full brand identity that cohesively communicates your brand why to effectively engage your audience

To covering all your digital and print graphic design needs to build and grow your brand



*The Little Handprint Company* *The Little Handprint Company*

# Background

Studied Surface Pattern Design  
at Staffordshire University

Worked in retail & e-commerce  
for 13 years

Over seven years at  
[notonthehighstreet.com](http://notonthehighstreet.com) providing  
product development advice and  
writing the trend guides for the  
5,000 sellers





# Trends Impact All Businesses

Most people associate trends mainly with fashion

However, trends affect all businesses from food, technology, home accessories and stationery

To develop new products you need to be inspired



# Deeper Meanings Behind Macro Trends

Macro trends look at the big picture and how customer behaviour is changing

Customer's attitude will change first

Trend tips into the mainstream when their behaviour changes too







# Three Key Trends for 2020

## Planet Earth

- Conscious effects of climate change means the increased usage of natural materials
- Sustainability is not seen as a trend, but as a movement that needs to be acted on
- New approach to shopping of 'buy less, buy better'



# Planet Earth Colours

- Earth inspired pigments
  - Terracotta, umber & spiced red
- Warm colours
  - Honey tones & ochre
- Inspiration from the ocean
  - Coral, teal & off white ocean spray



# Planet Earth Materials & Patterns



- Use of natural materials such as raffia, organic cotton, linen, cork & wooden beads
- Natural metallics such as iridescent mother of pearl & crystals
- Earth inspired patterns including mountain contour shapes & animal prints



# Planet Earth Products



# Three Key Trends for 2020

## Time Hop

- Brands are using references that harp back to 'the good old days' of design from the 70's onwards
- Being in an uncertain political climate it's easy to reminisce
- Designers aren't dictating the trends anymore - they're looking at what consumers are doing instead





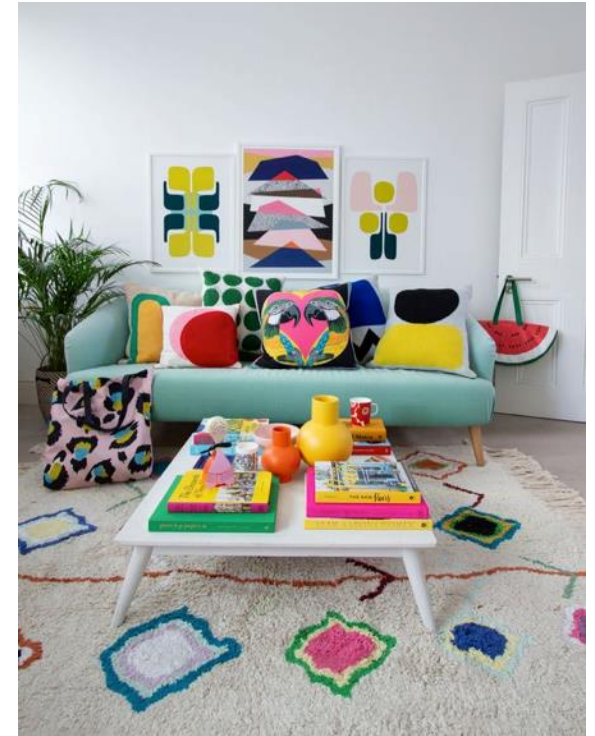
# Time Hop Colours

## Vintage inspired tones

- Rich & warm hues, mustard, avocado green, tan, burnt umber & teal

## Bright retro influences

- Orange, lime green, swimming pool blue, violet, & neon



# Time Hop Materials & Patterns



- Mixing different retro eras together - 1920's Art Deco shapes, 1950's patterns, 1960's design, 1970's colour
- Graphic 80's & 90's geometric prints and abstract art
- Velvet, fringing & tassels
- Vintage fonts



# Time Hop Products



# Three Key Trends for 2020

## Detox

- Forget green smoothies, this a detox & spiritual awakening in all aspects of your life
- We've reached peak 'stuff' so we see a move towards sharing experiences and bespoke designs
- We are seeking personal connections and authenticity (despite it being an overused word)





# Detox Colours

Simple and clean colours that connect to the earth

- Bleached wood, nude linen, warm sandy shades & olive green

Celestial influences that create an optimistic mood

- Dusky pink, lavender & Pantone classic blue





# Detox Materials & Patterns



- Updated celestial, tarot, crystals, spiritual & galactic geometric motifs
- Tarnished metallics - oxidised metals & molten effects
- Raw crystals
- Hand crafted - perfectly imperfect looks

# Detox Products



# Please Don't...

Use all the trends and inspiration you find!

Or worry about being totally 'on trend'

Aim to be relevant

Instead, use what resonates with you and take bits such as colour, texture or pattern to develop different ideas in a new way





# Make a Trend Unique to Your Business

Look for inspiration then stop and think about your products & style

Look outside your niche for inspiration

Make lots of ideas & reflect back on them a few days later

Review past sales – does it move your products on?

Bring it back to your ideal customer, brand values & why



# Keep In Touch!

Joanne Griffin

Instagram, Pinterest &  
Facebook @arnoldandbird

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

Elevate Your Curiosity Podcast

Any questions?





# 2020 Trend Guides

20% off using code:

**EN**

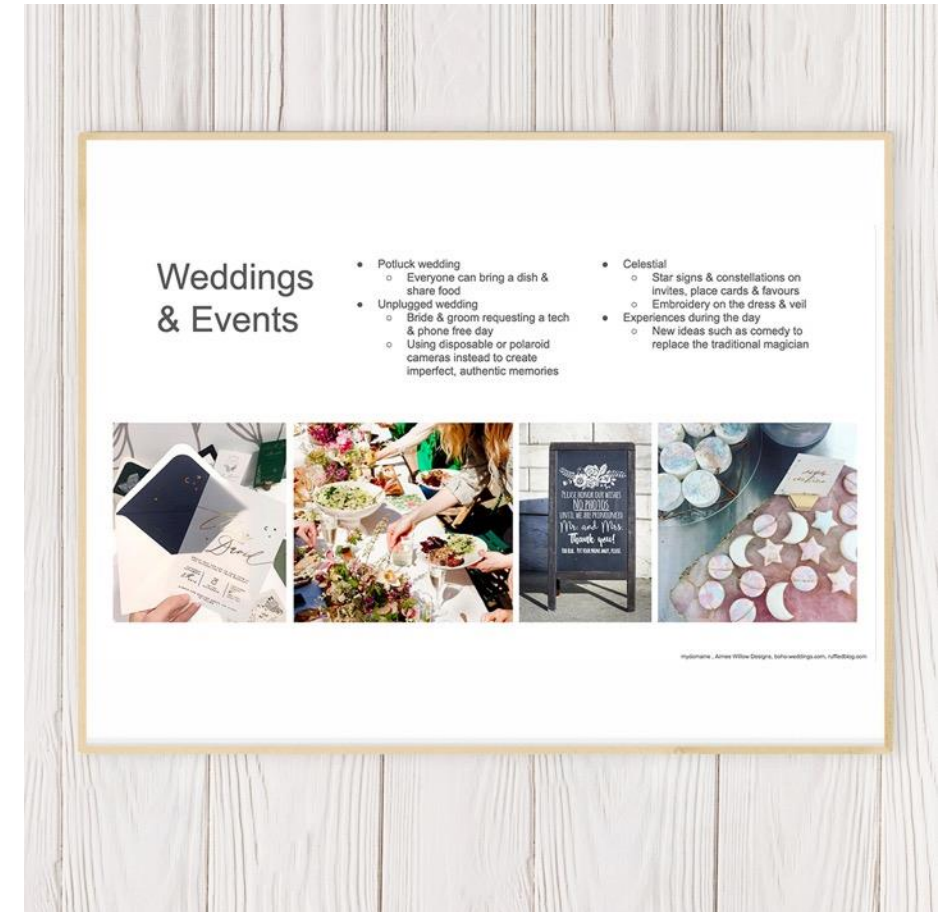
On all 2020 trend guides

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



# Split into Different Categories

- Home / Garden / Stationery / Cards
- Baby & Child (Fashion & Interiors)
- Beauty / Wellbeing / Food / Packaging
- Clothing / Accessories / Jewellery
- Weddings & Events



# 2020 Trend Guides

- Three key trends for 2020
- Why they are trending & how customer behaviour is changing
- Colour palettes, key stats, case studies & design resources
- MP3 recording to listen on the go

