

EFSA publishes Lifestyle Trends Autumn / Winter 2015-16

Amsterdam, December 2014 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn / Winter 2015-16. The five themes are presented as part of a 52-page lifestyle magazine combining beautiful images, trend information and product ideas.

"Those who have been excited about the coming EFSA Trends Autumn / Winter 2015-16 will not be disappointed," says Ulrike Ziegler, Manager and Spokes Person of EFSA. "This new edition will not only surprise with five refreshing and charming themes. The newly introduced 'Must Have' pages provide the 'ingredients' for creating an own version of the trends."

The new edition also features trend experts giving insights into the attitudes and behaviour of different target groups. In the new 'Member Spotlight' company owners tell about how they keep their business future-proof.

The Autumn / Winter 2015-16 trends are presented with stunning photography, detailed keywords, colour ranges and floral inspiration. *Artists Atelier* is an autumn/ early winter theme, romantic and bohemian, with an artistic look. *Cool Craze* is a homage to the 50's and 60's in a contemporary urban environment. *Tangy Team* is a graphic modern theme, full of yellow for an energetic vibe. *Country Cottage* is a typical Christmas theme with home made decorations that bring back warm memories of the childhood. Finally *Wonder Wild* refers to the wild, timeless and sophisticated, yet raw and refined.

The trends are based in the Colour and Style Forecast from Nelly Rodi Paris, an international leader in Trend Forecasting. The creative force behind the makeover of the EFSA Trend Magazine and the EFSA website are Dedicated People, a network of freelance professionals with the mission of bringing together experienced experts and young talents.

The print version of the EFSA Trend Magazine will be available at the Christmas World in Frankfurt from 30.01. until 03.02.2015 at the booths of the participating EFSA members. Members are located in hall 8 at the following stand numbers:

Alldeco H80, Bolsius E50, E55, Capi Europe G80, Clayrton's A40, Dijk Natural Collections K20, K21, K31, D&M Depot H41, Edelman K60 ABC, Emerald Eternal Green E61, Esschert Design J70, Eurosand H90, Hakbijl Glass G70, Heembloemex J02, J10, J30, Kaemingk K90 AB, Kersten J60, NDT H45.

The digital version of the EFSA Trend Magazine Autumn / Winter 2015-16 can be requested via www.efsa.com.

About EFSA

EFSA, the European Floral and Lifestyle Suppliers Association, provides a forum and voice to advance the global competitiveness of the floral, gardening and lifestyle industry. EFSA's mission is to share future trends and be a source of inspiration for the members, the retail and the consumers. Through joint initiatives and a network of engaged CEO's, senior executives and working committees, EFSA helps to shape market trends and share knowledge among key players within the industry.

Founded in 1995, EFSA unites members from various European countries including Belgium, France, UK, Germany and the Netherlands.

Press information:

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