

## **EFSA publishes Lifestyle Trends Spring / Summer 2016**

**Amsterdam, August 2015** - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Spring / Summer 2016. The themes are presented as part of a 44-page lifestyle magazine combining beautiful images, trend information and product ideas.

"There is much more to the EFSA Trend Magazine than just beautiful products and styling ideas", says Ulrike Ziegler, Manager and Spokes Person of EFSA. "The digitalized world and its complexity affects consumers mentally and emotionally: they want to reconnect with nature, live out their creative skills, surround themselves with cheerfulness or indulge in luxury or romantic exoticism. The EFSA Trends presented in this magazine respond to these desires".

The new edition also features the latest collections of the EFSA members, a trend expert interview and the 'Member Spotlight' where company owners tell about how they keep their business future-proof.

The Spring / Summer 2016 trends are presented with beautiful photography, detailed keywords, colour ranges and floral inspiration. *Charming Arty* reflects cheerfulness, liberty, spontaneity and a creative breath of fresh air helping brighten up a gloomy mood. *Authentic Nature* has a neo-authentic spirit from industrial or rural essentials, with products worn or frayed by time or natural elements. *Easy Life* follows the footsteps of the optimistic utopian ideas of the 50s and 60s, to make daily life easier and more beautiful. *Treasure Island* represents a world full of emotion, a stress free ambiance to enjoy moments of calm and contemplation. *Poetic Fiction* takes on a trip into the imagination, towards a future where technology contributes to a world full of poetry and emotions.

The trends are based on the Colour and Style Forecast from PeclersParis, an international leader in Trend Forecasting in cooperation with the EFSA Color Committee. The trends have been beautifully set in scene by EFSA's creative partner 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 spoga+gafa in Cologne from 30.08.2015 to 01.09.2015, in the EFSA area and in the EFSA Concept Store, Hall 10.1. All participating EFSA Members are exhibiting there, on more than 3.000 square meter space.

The digital version of the EFSA Trend Magazine Spring / Summer 2016 can be requested via [www.efsa.com](http://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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