

## **EFSA publishes Lifestyle Trends Autumn / Winter 2016-17**

**Amsterdam, January 2016** - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn/Winter 2016-17. The themes are presented as part of a 36-page lifestyle magazine combining beautiful images, trend information and product suggestions.

*Wild Energy* combines an industrial look with natural elements such as weatherworn wood and lots of animal references that will inspire urban and artistic people. *Universal Authentic* is a harmonious theme full of natural materials that tell a story about usage and origins. It speaks to the new artisans, a young generation of craftspeople reinventing traditions. *Organic Dream* is a poetic theme, a dreamlike world full of animal, mineral and vegetable references. It follows the will of people who love nature and want to reconnect with the elements. *Visionary Baroque* is dark, rich and full of metal. This cold, baroque universe is futuristic and the ultimate style for people who like to plunge into the unknown.

"In these times of increasing digitalization and globalization, consumers move between a fast and a slow reality", says Ulrike Ziegler, Manager and Spokes Person of EFSA. "Both high-tech and nostalgia are important: people embrace technical innovations and at the same time revive and celebrate traditions. This sounds like a paradox, but both sides create business opportunities for the green sector. EFSA works with leading Trend forecasters who translate megatrends in society into style ID's matching specific consumer groups, providing concrete business ideas."

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 Christmas World in Frankfurt from 29.01. until 02.02.2016 at the booths of the participating EFSA members Alldeco, Bolsius, Clayrton's Group, Dijk Natural Collections, Dutch Decor (Rogon), Edelman, Eurosand, Hakbijl Glass, NDT, Ter Steege, Verhagen Group, Van der Leeden Mandwerk.

The digital version of the EFSA Trend Magazine Autumn / Winter 2016-17 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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