

EFSA publishes Lifestyle Trends Spring / Summer 2017

Amsterdam, August 2016 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Spring / Summer 2017. The themes are presented as part of a 36-page lifestyle magazine combining beautiful images, trend information and product suggestions.

In Action is a strong, sturdy theme which blurs the lines between genders. It is full of renewed shapes and unbreakable materials. Clean, sober and well organized, it speaks to urban early adopters. *Home Made Paradise* is a positive and creative theme, full of paper decorations, spontaneous embroidery and vivid colours. With a sense of freedom and a closeness to nature, it is a dream for the relaxed neo-bohemian. *Dream Lab* is a poetic, experimental theme. Minimalistic, well composed and delicate. With its soft colours, its combination of art and science and its soft blend of innovation, it has a futuristic vision for the romantic soul. *All Terrain* has a survival attitude: it is energetic, strong and powerful. It is design orientated, without losing focus of the world around us. Outdoor lovers, hikers and bikers will feel strongly connected to this theme full of natural neutrals.

"To be ready for the future, we have to move our focus from the products we're selling, to the people we are selling them to", says Ulrike Ziegler, Manager and Spokes Person of EFSA. "In this digitalized world, it is now more important than ever to be relevant to consumers, to know exactly what they want and what they need, even before they do. The EFSA Trends Spring / Summer 2017 offer a compass to reach that relevancy."

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 04 - 06 September 2016 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 2017 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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