

EFSA publishes Lifestyle Trends Autumn / Winter 2017-18

Amsterdam, January 2017 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn / Winter 2017-18. The four themes are presented as part of a 36-page lifestyle magazine, combining atmospheric images, colour references, product suggestions and other relevant information.

Modest Manor is a beautiful house in the country surrounded by nature. Authenticity is key for this free-style baroque charm. The consumer related to this theme is looking for gentle quality and a sense of poetic originality.

Rare Rooftop has a bohemian, cosmopolitan, discovery ambiance. An urban environment, overlooking the city in a loft or atelier spirit. These consumers are aesthetes and enjoy staging. They like handmade arts & crafts that give a raw, sophisticated feeling.

Penthouse Passion stands for a modern classic atmosphere. A warm, colorful home - feminine, contemporary and precious. This consumer is whimsical and glamorous. She loves fashion and exceptional materials and proportions.

Soulful Shelter is a natural and authentic theme. The decoration is raw, wild and precious. In quite dark tones with flashes of gold. Consumers that are drawn to this theme seek exceptional, luxurious materials. Furs, cashmeres, wools and leathers in stunning cuts.

"The EFSA Trends Autumn / Winter 2017-18 are dominated by a sense for the precious and a simple form of baroque", says Ulrike Ziegler, Manager and Spokes Person of EFSA. "On the one hand, there is a back-to-basics spirit with a less but better attitude. Opposing this is a new off the wall, ornamental baroque in a surrealistic spirit. A fascinating and surprising mixture that is based on the trend forecast of our partner Nelly Rodi Paris".

Nelly Rodi is a global leader in forecasting trends for the international fashion and lifestyle industry. EFSA Member companies receive bi-annual trend presentations and base their new collections on the colour and style information. The themes in the magazine are featuring the EFSA member products and have been beautifully set in scene by EFSA's creative partner Dedicated People.

The digital version of the EFSA Trend Magazine Autumn / Winter 2017-18 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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