

EFSA publishes Lifestyle Trends Spring / Summer 2018

Amsterdam, August 2017 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Spring / Summer 2018. The four themes are presented as part of a 44-page lifestyle magazine, combining atmospheric images, colour references, product suggestions and other relevant content.

Persian Palace is a romantic spring theme with a modern yet historical vibe. The classic shapes, rich textiles and flamboyant flowers speak to the sophisticated consumer who favours a warm, gentle ambience.

California Cool is a very modern, design-oriented theme. Consumers who love to stage themselves on social media will embrace this atmosphere that pairs the natural world with futuristic elements.

Garden Glory is for playful, elegant consumers who value traditions but add a modern twist. Its graphic, home-made spirit with an industrial, slightly vintage edge is all about sharing and celebrating.

Hudson Heaven has a Nordic, Indian summer-like atmosphere, perfect for meditation and contemplation. Its authentic nature attracts consumers who appreciate natural and handmade quality products.

The EFSA Trends Spring / Summer 2018 are based on the trend forecast from 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 printed version of the EFSA Trend Magazine Spring / Summer 2018 is available at the EFSA Trend Zone at the spoga+gafa trade show in Cologne from September 3 - 5, 2017, and in the showrooms of the EFSA Members. The digital version of the EFSA Trend Magazine 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:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA. Photo material is available on request.

Ulrike Ziegler

EFSA Management
P.O. Box 63052
1005 LB Amsterdam
The Netherlands

Tel.: +31 (0)6 123 752 70

E-mail: info@efsa.com