

Premiere at IPM Essen: EFSA publishes Trends Autumn / Winter 2018-19

Amsterdam / Essen, January 2018 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn/ Winter 2018-19. For the first time, EFSA will launch the official Trend Magazine at IPM ESSEN, the world's leading fair for horticulture from January 23-26. The special print edition of the 44-page trend lifestyle magazine will be exclusively available to the fair visitors.

EFSA's trend publication presents four new trend themes for the season Autumn/ Winter 2018-19. The trends in the new edition are based on the trend forecast of Nelly Rodi Paris, EFSA's internationally renowned trend partner. The themes in the magazine feature EFSA member products of the new collections, presented by means of atmospheric photography, colour references, product suggestions and other relevant information:

Lovely Lodge resembles a slightly retro country house full of charm, with natural materials and an authentic spirit of the land.

Urban Unity lets nature move into an urban landscape. This theme speaks to an aesthete consumer looking for vintage pieces, antiques or collectibles.

Curious Collage has a sophisticated lounge, club or hotel-lobby spirit, with an oriental Art Deco quality for fashion lovers who mainly live in skyscrapers and urban buildings.

Delicate Desire represents a contemporary architect house, with extremely pure lines, open to nature and the outdoors. The decor is sensuous, velvety, powdery and transparent.

The print edition is available at the EFSA Lounge D22 in hall 6. Visitors of the trade show can get a personal copy of the magazine and enjoy a drink. The Lounge is directly connected to the six EFSA Member booths that are located in one larger area. Participating members are Baltus, Capi Europe, Esschert Design, Lechuza, NDT and Ter Steege.

For further information about EFSA please go to www.efsa.com

Press information:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA. Photo material is available on request. The digital version of the EFSA Trend Magazine Autumn / Winter 2018-19 can be requested at www.efsa.com.

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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.

About IPM ESSEN

IPM ESSEN is the world's leading fair for horticulture. At Messe Essen from January 23 to 26, 2018, around 1,600 exhibitors from 45 nations will present their innovations along the entire value added chain in horticulture: from plants and cut flowers in all colours and shapes via the newest technology and floristry on the highest level right up to sales-promoting equipment for the point of sale.