

EFSA publishes Trends Spring / Summer 2019: Premiere at spoga+gafa

Amsterdam / Cologne, September 2018 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Spring / Summer 2019. The official Trend Magazine will be launched at spoga+gafa, the largest Garden fair in the world from September 02-04, 2018 in Cologne.

The five themes are presented in a fresh and modern new format which had been realised by EFSA's long standing design partner DEDICATED PEOPLE. The trends in the new edition are based on the trend forecast of Nelly Rodi Paris, EFSA's internationally renowned forecast and innovation agency. 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:

Vital Vibe An urban environment, a contemporary home, importance of nature and wood, graphic minimalism.

Magnetic Mix A contemporary, sculptural, forward-thinking home, almost like a manifesto.

Sassy Style A reference to the 50s-60s with strict, structured, graphic decoration and importance of quality finishes.

Colonial Chic An exotic holiday house surrounded by luxuriant vegetation. Strange, intriguing, sophisticated.

Besides the colour and style trends, the 40-page publication also contains a six page special "Garden Centre Expertise" and other news. The print edition is available at the EFSA area in hall 10.1 where 16 EFSA Members are exhibiting their new collections. Visitors of the trade show can get a personal copy of the magazine.

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

Press information:

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA. The digital version of the EFSA Trend Magazine Spring / Summer 2019 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.