

EFSA publishes Trends Autumn / Winter 2019-20 at IPM Essen

Amsterdam / Essen, January 2019 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn/ Winter 2019-20. For the second time, EFSA will launch the official Trend Magazine at IPM ESSEN, the world's leading fair for horticulture from January 22-25. The special print edition of the 40-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 2019-20. 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 expert information:

Bucolic Ballad has an Amish style, a rustic and contemporary atmosphere. Imagine a scenery on a lake or pond, late summer or early autumn, the change of colours and leaves, with majestic trees.

Muse Mix has the flair of an end of century « bourgeois » house for a hippy chic, bohemian and fashion clientele. A winter garden atmosphere with decorative tropical vegetation, exotic birds and gold accessories.

Pastoral Poetry reminds of a chalet in the countryside or a rustic apartment and speaks to outdoor lovers. It is abundant with handcrafted objects in a convivial and generous atmosphere.

Botanical Board represents an urban atelier or a rehabilitated factory with a fresh and cosy atmosphere. It is an homage to urban nature, industrial meets artistry with a love of botanicals.

The print edition of the magazine will be available at the EFSA Lounge Hall 5/E19. Visitors of the trade show can get a personal copy of the magazine and enjoy a drink. The Lounge is directly connected to the seven EFSA Member booths that are located in one larger area. Participating members are Baltus, Pokon Naturado, Esschert Design, LECHUZA, NDT, Ter Steege and Velda.

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 2019-20 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.