

EFSA introduces Trend Magazine Spring / Summer 2020 at spoga+gafa

Amsterdam / Cologne, September 2019 - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Spring / Summer 2020. The official Trend Magazine will be launched at spoga+gafa, the world's largest Garden fair taking place from September 1-3, 2019 in Cologne.

The trends in the new edition present inspiration based around four colour and style themes as forecasted by international partner Nelly Rodi Paris. Different scenes demonstrate how these themes can be brought to life via EFSA members' latest product collections:

Family Fresh is modern and playful, a charming and relaxed family home, drenched in pastels and watercolours with geometric patterns and vintage references.

Cosmopolitan Cool gathers references from around the world, in Bohemian spaces filled with stylised ethnic influences, artisan finishes and exotic plants.

Divine Desert resembles a cool oasis in a dry and arid environment like Northern Africa and the Middle East, a contemporary habitat dominated by terracotta and dried natural fibres.

Super Shed reminds of a latino style island beach cabana, a paradisiacal universe, decorated in ethnic and gipsy chic with joyful colours.

The 44-page publication features also an extended editorial part with information about latest trends in the green retail, expert opinions about the future of garden centres and an exclusive interviews with the French "vegetal star-designer" Alexis Tricoire.

The print edition will be available at the EFSA area in hall 10.1 where 17 EFSA Members are exhibiting their new collections, surrounding the EFSA Concept Store. Visitors of the trade show can get a personal copy of the magazine in one of the EFSA Lounges.

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

Press information:

Please contact Ulrike Ziegler, EFSA Manager. The digital version of the EFSA Trend Magazine Spring / Summer 2020 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 green 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 France, UK, Germany and the Netherlands.