

## **EFSA introduces Trends Autumn / Winter 2020-21 at IPM Essen**

**Amsterdam / Essen, January 2020** - EFSA, the European Floral and Lifestyle Product Suppliers Association announces the publication of the colour and style trends for the season Autumn/ Winter 2020-21. Once again, EFSA will launch the official Trend Magazine at IPM ESSEN, the world's leading fair for horticulture from January 28 - 31. The special print edition of the 42-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 2020-21 as well as expert insights in consumer behaviour and retail innovations. The colour and style trends are based on the forecast of Nelly Rodi Paris, EFSA's internationally renowned trend partner. The themes feature EFSA member products of the new collections, presented by means of atmospheric photography, colour references and product ideas:

*Holistic Harmony* combines the fascination with the Far East and its iconic plants, styles and practices with the western living. Functionality and simplicity provide space for highly detailed graphics and motives.

*Wonderful Witch* plays with the bizarre, enchanting and grotesque nature staged in a romantic, baroque decoration. Oddities such as black flowers and traditional crafts evoke the twilight ambience of a gothic curiosity cabinet.

*Brutal Boheme* represents an urban surrounding with a minimalistic, yet elegant design that favours practicality. Organic and mineral materials come together in useful, sometimes oversized sculptures.

*Cool Chalet* is a setting inspired by life in the mountains. Pine cones, alpine plants and mountain animals are part of this theme just like materials such as wool, leather, wood, brick or rustic lumberjack checks, symbolising a modernised tradition.

The print edition of the magazine will be available at the EFSA Lounge in Hall 5F/19A. Visitors of the trade show can get a personal copy of the magazine and enjoy a drink. The Lounge is directly connected to the nine EFSA Member booths that are located in one larger area. Participating members are Baltus (5F21), Brockytony (5F25), Capi Europe (5F23), Edelman (5F17), Esschert Design (5E24), fleur ami (5E18), NDT International (5E26), Ter Steege (5E20) and Eurosand (5H29). Further members Schmiemans and Thermoflor are also exhibiting at the IPM and can be found in hall 3B38 respectively hall 3D16.

For further information about EFSA please go to [www.efsa.com](http://www.efsa.com)

### **Press information:**

Please contact Ulrike Ziegler, Spokes Person / Manager of EFSA. The digital version of the EFSA Trend Magazine Autumn / Winter 2020-21 can be requested at [www.efsa.com](http://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 France, UK, Germany and the Netherlands.

*About IPM ESSEN*

IPM ESSEN, the world's leading trade fair for horticulture, is the most important global event in the green sector. For 33 years it has been the number one business platform for decision makers, buyers and opinion leaders. More than 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.

For more information please go to [www.ipm-essen.de](http://www.ipm-essen.de)