

Design Options on the West Coast Perspective: Home and Apparel Trends Intermix

The public's obsession with Hollywood makes West Coast-inspired design both overwhelming and relevant. At this year's Texworld USA, Design Options of Los Angeles presented "Spring 2016: The West Coast Perspective."

Lisa Mainardi, a consultant at Design Options, spoke on behalf of VP Fran Sude, when she started off the seminar saying, "L.A. has a unique view of fashion, design, art and entertainment."

The seminar focused on how to sell at retail in this new climate of inter-industry fused trends, where home textiles and apparel are merged into one lifestyle vision.

Mainardi explained, "The lines between apparel and home are none. What's hot in home décor is hot in apparel." The two categories have been blurred based on a number of color and design elements that sell in retail.

Design Options first focused on six women's trends. Black Magic starts off with core neutrals and blends with dark colors to create a show-stopping pallet. Almost Angels uses gentle pastels with sequins, beads, laser cut fabric, and patchwork to craft a clean image that embodies "all that is good." All That Jazz personifies rhythmic innovation with an upbeat tempo with its cool greens and layers. Social Butterfly is breathtakingly graceful, radiant and inviting as it symbolizes the vibrancy of Los Angeles—when the economy is bad, people tend to lean towards bright colors, Mainardi said. The Social Butterfly trend incorporates abstract, tropical and watercolor patterns with tie dye, patches and embroidery. Tribal Chic uses khaki and gold to balance deep blues and greens. It includes stripes, geometric tribal print, patchwork, fringe and pom-poms. The last women's trend, Spice Girls, is "decadent, eloquent, and full of pizzazz" with reds, pinks, animal print, oversized hats and peasant inspiration.

Mainardi started off the men's trends with Down to Earth, an essential, genuine and unaffected trend. Pine green, olive, and golden mustards "uncover a landscape of meticulously woven textiles" while earthy notions accentuate bold stitching. Urban Graphix combines innovation and ingenuity to reveal a softer, more feminine side with light colors and formfitting shapes. One Step Beyond is mesmerizing and uncompromising with its fiery hues juxtaposed with indigo and violet. The psychedelic multi-coloring is huge for graphics and T-shirts in L.A., Mainardi said.

"Both the men's and women's markets are eating these colors up," she added.

The seminar followed up with kids' trends, starting with Enchanted Forest. The trend embraces greens like pistachio and baby blues to create "scenics and gestures." Batik, folk and geometric print patterns with lace are used, as are sequins and Peter Pan collars. Sister Act, Mainardi explained, goes off the mantra that "girls can be anything they want to be—and let's keep it that way." It is tenacious and mischievous with shimmering yellows, pinks, and periwinkle on cotton and broad cloth. Safario is exotic and traditional, experimenting with rainforest prints, bandeau tops and fruit hats. Khaki and chocolate browns



are mixed with jungle-inspired colors in tropical and batik prints.

Mainardi delved into interior design trends, noting that the environment of a home is one with the environment of a body. Moroccan Charm, with Arabic and European influences, is inviting and beautifully overdone. Intricate mosaic patterns, paisley and damask prints are colored with crimson, copper, dark reds and blues.

Print Matter uses an out-of-the-box range of color that works, producing “the new nautical that everyone is looking for.” Its patterns include peacock abstract and retro futurism. Natural Selection transforms organic and nature-inspired elements with different woods, baskets and plant life. It is minimal against a rustic background with sage, green, chestnut brown and cork.

The trends were all tied together with the term “intermix,” meaning they all combine in one way or another to haze the categorization. If a consumer likes a trend, Mainardi said, they will want it for their home and themselves. Someone who is fond of Moroccan Charm for their home likely feature it in their wardrobe as well. Intermixing is not just for home to apparel, but women’s to men’s as well, she said.

Mainardi closed the seminar quoting Einstein: “Creativity is intelligence having fun.”

By: Shara Beitch, Sourcing Journal Online