



A&W

秋季/冬季 AUTUMN / WINTER

2014-2015



美克·美家
Markor Furnishings

趋势概览

TRENDS
OVERVIEW

前言

这是一本综合指南，涵盖了2014年至2015年秋冬季即将到来的全球趋势。美克美家的信息来源多种多样，包括趋势报告分析师，趋势观察员，色彩专家，国际贸易市场，及万维网上多方面的见解。此项研究将为我们的广告部、公关部、商品展示部、商品管理部、商品开发部、影棚、设计师、设计顾问及外部媒体合作伙伴提供最新的流行趋势信息和有价值的参考。我们将综合概述“全新”的客户体验、面料、基底、涂装、色彩、油画、装饰品、灯类、装饰花摆设、图案、店面展示、排版处理。此工具将有助于我们在品牌建设中发出同一个声音。一本“有生命的书”将会适时的成长并绽放出美丽的花朵。让我们共同努力让接下来的季节紧密相连，更加精彩！业绩更加辉煌！

PREFACE

This book is a comprehensive guide on upcoming global trends for Autumn/Winter 2014-2015. Markor Furnishings has gathered information from various trend reporters, trend spotters, color experts, world trade markets, and cross referenced insights using the wonderful world wide web. This study provides valuable insight to our Advertising, Public Relations, Visual Display, Merchandising, Product Development, Photography Studio, Stylists, Store Design Consultants and External Media partners with the most up-to-date information on upcoming styles. We will provide an overview on the “new” guest experience, fabrics, substrates, finishes, colors, paint, accessories, lighting, floral arrangements, graphics, store displays, and typography treatments. This tool is an opportunity for us to build a brand with one voice. A “living document” you might say that will grow and bloom in the proper time. Let’s work together to make the upcoming seasons beautiful and cohesive making sales greatly achievable!



品牌策略与创意副总裁

Bruce MacDonald

Vice President of Creative and Brand Strategy

混搭带来的趣味性造型都源自于街头的时尚。家庭购物的现购自运现象已广为普遍，这就是生活方式新时代。

Mixing and matching, creating interesting looks from street fashions. Cash and carry items cross all genders for home shopping. The new era in lifestyle living.

我们致力于在中国为目标人群提供产品。不论是传统风格还是经典风格，都将给您的家带来当今全球流行的唯美风格。

We are the business of finding products for a target group of people in China. It is not necessarily traditional or classic in it's objective, but really to bring style and beauty within current world trends to the home.



绣花丝绸织着质感花边。2014年到2015年家居行业将不断涌现分层花边面料。

Embroidered silks are textured with lace. Layered lace fabrics are emerging for 2014/2015 in the home furnishing industry from fashion.



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2013年11月。
美克美家2014年到2015年秋冬季“新传统”趋势报告。
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秋季/冬季 AUTUMN / WINTER
2014-2015

此书中引用的趋势报告机构来源于伦敦全球时装网，纽约趋势观察者，纽约趋势联盟，德国兰精，中国亚太皮革展，美国潘通，英国伦敦MIX，意大利阿玛尼·卡尔兹，巴黎M & O，中国上海100%设计，香港原料及制造技术展，及其他多种博客资源。

Trend reporting agencies referenced in this book are sourced from WGSN - London, Trend Spotters - New York, Trend Union - New York, Lenzing - Germany, APLF - China, Pantone View - USA, MIX - London, Collezioni - Italy, Maizon & Objet - Paris, 100% Design Shanghai - China, MM&T - Hong Kong and various other blog sources.

闺房一方案B（趋势回顾）

我们创建了所有安全网和基本元素以确保我们在家具行业保持潮流时尚。夸张，并进一步加强。

这是奔向未来的赛跑，对新事物的渴望。创意和思想需要面料手工。面料手工 我们转向了方案B——闺房。这是丰富伟想象的时刻，也是通向梦想的难得机会，一个自由数字新世界正在等待着我们。此季节工艺将出现纽扣装饰、束带、亮点、球形、镶边、绣花、镶嵌、定制、跳跃、折叠等特点。出乎想象的材质和涂装将会创造独特的花样，呈现出一种无与伦比的高雅和精致工艺设计。色彩将会是快乐和期望的象征，棕色将用作补充色，葡萄紫，炭灰色，金黄色，鲜红色，中性色及暗黑色都会代表着社会地位。所有材料都要求真实，独创，呈现每一处细节，不惜代价达到顶级思维。风格要求别致、妩媚、女性化，同时结合诱惑、滑稽、波纹状的面纱，梦幻的毛皮和漆革。

BOUDOIR - PLAN B (TREND OVERVIEW)

We have invented all safety nets and the basic ingredients in order to sustain the business of fashion in home furnishings. It's a race to the future - a craving for something "New". Ideas and thoughts must be stronger and exaggerated. We have shifted into the Boudoir - Plan B. A time of magnificent imagination and the welcomed opportunity to dream awaits! The new world emerges as we move into digital freedom.

Fabric craftsmanship will be emerging this season buttoned, belted, highlighted, bulbous, hemmed, embroidered, studded, customized, pumped up, and folded. Unexpected texture and finishes will create unique patterns, and expose the unexpected result to create one of a kind sophistication that is unmatched and artfully crafted with design as the leading passion.

Colors will blush as a symbol of pleasure and anticipation, brown will compliment everything, burgundy vineyard, battled charcoal gray, butter blonds, blood red, flesh-tone neutrals and bad black will masterfully lead the social class. All materials will demand authenticity, originality, providing every detail and spare no expense to a supreme class of thinking. The style will be chic, flirtatious, feminine, and combining with the erotic, burlesque, rippled veils, fantasy furs, and patent leather.

2014/2015年新客户体验


新客户体验将以顾客为单位，提供“馈赠”意想不到印象的机会。通过设计显著的弹出式店面，超大显示屏和零售样品间内互动技术的扩展能让我们触动顾客情感，促进品牌发展。顾客将与我们的品牌建立更深层次的联系。我们将通过推广某一种生活方式，提供给顾客一种时刻或体验，使其流连忘返。这样顾客就会毫不犹豫的购买我们的产品，因为他们与我们的品牌联系在一起。趋势应用涉及到公关活动和店内展示。

NEW GUEST EXPERIENCE FOR 2014 / 2015

The new guest experience will see customers as people and offer opportunities to “gift” an UNEXPECTED impression. By creating remarkable pop-up stores, oversized displays and expanding on interactive technology inside the retail showrooms we will create emotional triggers which will lead to stronger brand development. Guests will connect with brands on a deeper level. We will be in the business of promoting a lifestyle and giving a moment/experience that will create an indelible mark. Therefore, clients will buy our products without thinking because they connect with the brand.

Trend application relates to public relation events, and in-store displays.





用模切材料和灯饰创建一片梦幻般的天地。彩灯的效果能够很好的抓住顾客的注意力并激发其想象力。

Create a world of fantasy with die cut materials and lighting. Colored lighting effects is a smart way to catch the attention and imagination of our guests.


关键词：
品牌宣传
生活方式广告
品牌游乐场

KEYWORDS:
BRAND EVANGELIST
LIFESTYLE ADVERTISING
BRAND PLAYGROUNDS



馈赠体验

GIFTING
EXPERIENCES



赠予人们一个可以与展示品相互交流的体验。活动将把我们品牌传递到顾客意识里。推广活动将促进与社会媒体的交流。（拍照并公布）

Gift an experience where people can view/interact with the display. The event becomes a moment anchoring our brand into their consciousness. The promotion will encourage conversations on social media. (TAKING PICTURES AND POSTING!!!)

关键词：
弹出式店面
诱人的
好奇心

KEYWORDS:
POP-UP STORES
INVITING
CURIOSITY

实体店面正在重新思考零售动态系统。这是一次向“数字化”店内环境的转变，鼓励顾客使用先进的科技放松和探索。顾客会发现，这些设备是极具吸引力和充满设计感的。通过互联网随时获取信息，并将此信息用于店内支持，扩展客户体验。数字应用将让顾客通过促销活动、比赛、赠品、聊天、问答和视频与品牌接触。这些媒介，将创造一个充满温馨时刻，引人注目的真诚品牌。

Brick and mortar stores are rethinking retail dynamics. A shift to “appify” in-store environments by encouraging guests to relax and explore with technology. We will see hardware that is attractive and designed from the shoppers’ perspective. Information will be readily available through the internet and used as a tool for in-store support and to expand on the guest experience. Digital applications will allow consumers to engage with the brand through promotions, contests, giveaways, chats, Q&A’s, and videos. These mediums will create a brand playground filled with eye-stopping and heartfelt moments.



这些设备能够收集顾客的信息，并根据这些输入的信息生成一种自定义的颜色。用这种方式来探寻他们想要的产品别有一番趣味。这也是一种工具，用来帮助店面工作人员和企业及时提供给客户相关的产品和服务。

This display collects customer data and generates a custom color from the information entered by the guest, this is an engaging way for guest to explore products catering to their specific needs. It's also a tool used to assist in-store staff and corporate follow-up by alerting guests with new products or services that are relevant.



Excellent ch
Ms. Mugdha
Chowdhry
Please wait while we
collect your favourite loo

一个形象——一种生活方式

One Look - One Lifestyle

整齐的装饰展现出形象
Embellished trims
accent one look

镜子的装饰提升形象
Mirrored accents
that enhance
one look

灯的装饰统一形象
Sell light textures
to unify the space

生活方式品牌就是向特定群体的顾客展示价值和愿景

“A lifestyle brand is a brand that attempts to embody the values and aspirations of a particular group of customers.”

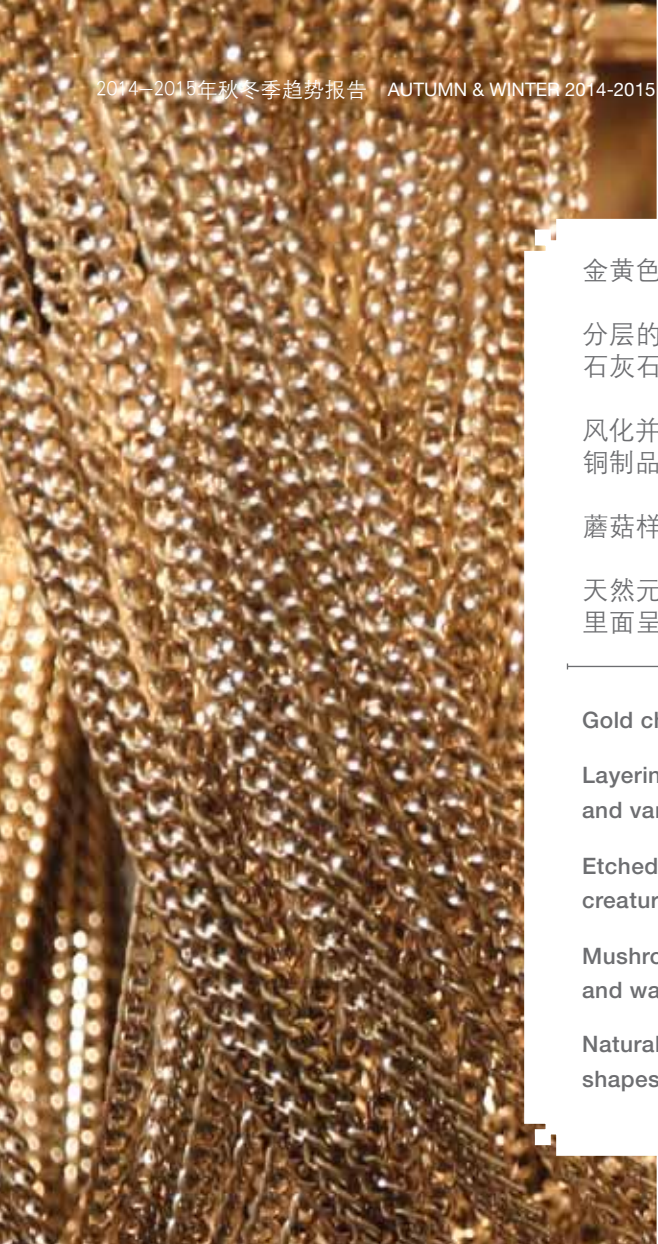


1

纹理趋势

TEXTURE TRENDS

商品管理和商品开发
MERCHANDISING & PRODUCT DEVELOPMENT



金黄色链子用以点缀灯饰。

分层的材料就像樱桃斑木或断面的石灰石。

风化并被塑形成各种人物或者动物的铜制品。

蘑菇样子的装饰品和壁挂。

天然元素将在各种形的态金、银、铜里面呈现。

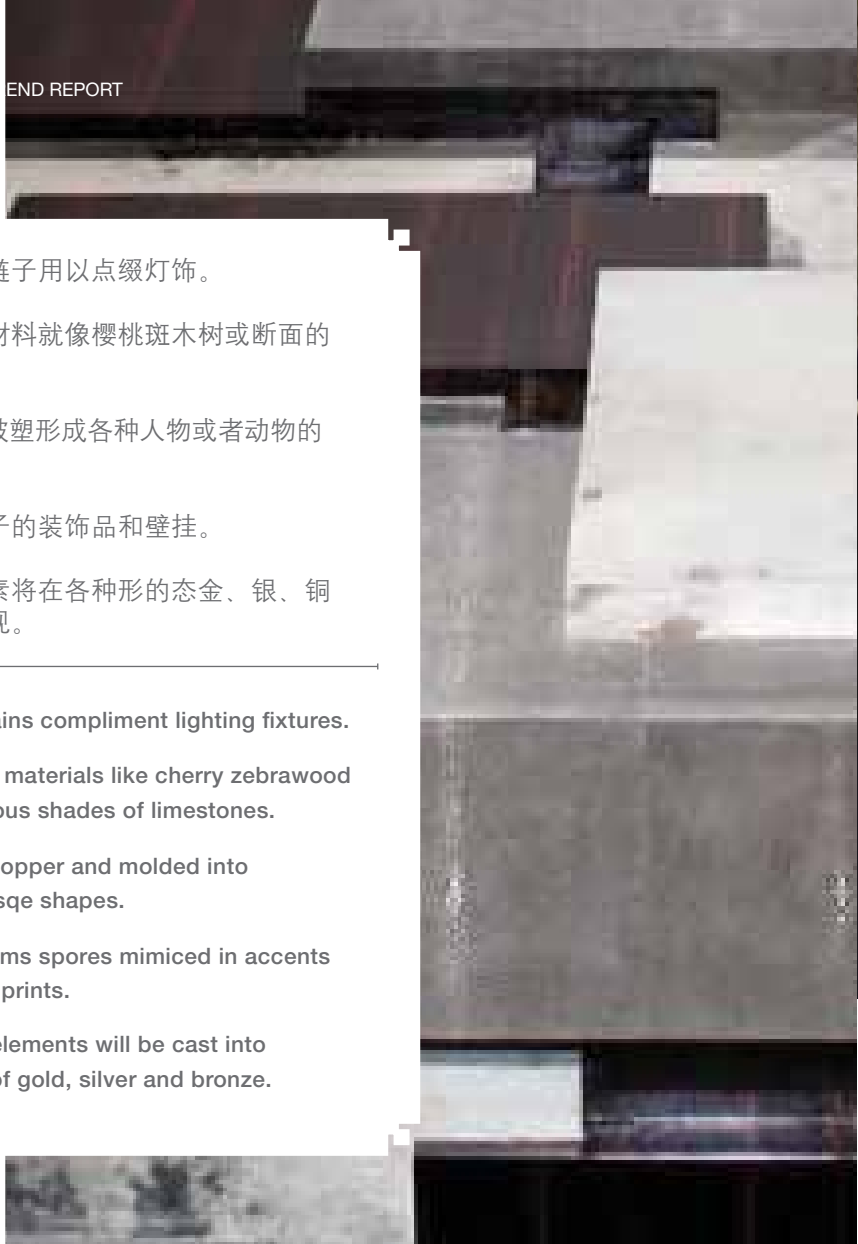
Gold chains compliment lighting fixtures.

Layering materials like cherry zebra wood and various shades of limestones.

Etched copper and molded into creatures shapes.

Mushrooms spores mimiced in accents and wall prints.

Natural elements will be cast into shapes of gold, silver and bronze.



材质 MATERIAL



材质

装饰钉，彩色涂装，黄铜上雕刻的图案，模切的不锈钢，和多种木色涂装。木材、织物和分层模切几何学图案将会给这个季节的家具和饰品带来趣味和深度。所有这些都是为了创造出实用并有艺术感的家具。

MATERIAL

Studded materials, colored lacquers with brass engraved motifs, die cut stainless steel, and the merging of various wood finishes. Layering fabrics over wood and die cut geometric patterns will add interest and depth to furniture and accessories this season. It's all about creating functional furniture forming works of art.



刺绣丝绸
EMBROIDERED SILKS

有纹织的丝绸
PATCHWORK LEATHERS

拼缀丝绸
FAUX LEATHER

秋冬季趋势，灵感来自浪漫主义、精致典雅。从美国电影《了不起的盖茨比》得到启发。漂亮的装饰、丝绸、浮现的图案、皮革、动物毛发、毛发和花边都将使这个季节留下抹不去的精彩。只有最好的提花和缎纹才能彰显出来，让你禁不住去触摸。面料之间将使用法式线缝。

Autumn and Winter is inspired by a romanticism and refined elegance. Taking cues from an American movie, *The Great Gatsby*. This season will leave it's mark with embellished, silks, embossed leather, wool, hair and lace. Only the finest jacquard and satin weaves will showcase itself and invite you to touch. French seams will be used combining fabrics.

关键词：
引人注目
质量
绣花
天鹅绒
超现实
梦幻

KEYWORDS:
THEATRICAL
QUALITY
EMBROIDERED
VELVET
SURREAL
FANTASY

蕾丝花边面料
LACE OVER FABRIC

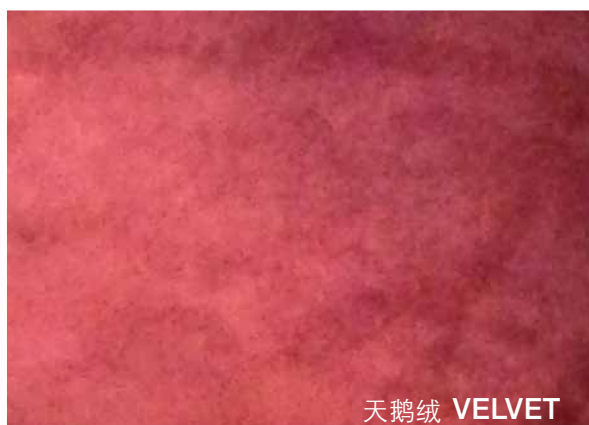
面料 FABRICS



有纹织的丝绸 TEXTURED SILKS



定制刺绣 CUSTOM EMBROIDERY



天鹅绒 VELVET



有棉絮的面料 QUILTED FABRICS



人造毛皮
FAUX FUR



动物毛发
HAIR

关键词：
毛绒
绸缎
触感
纹理
天然

KEYWORDS:
WOOL
SATIN WEAVES
TACTILE
TEXTURAL
NATURAL



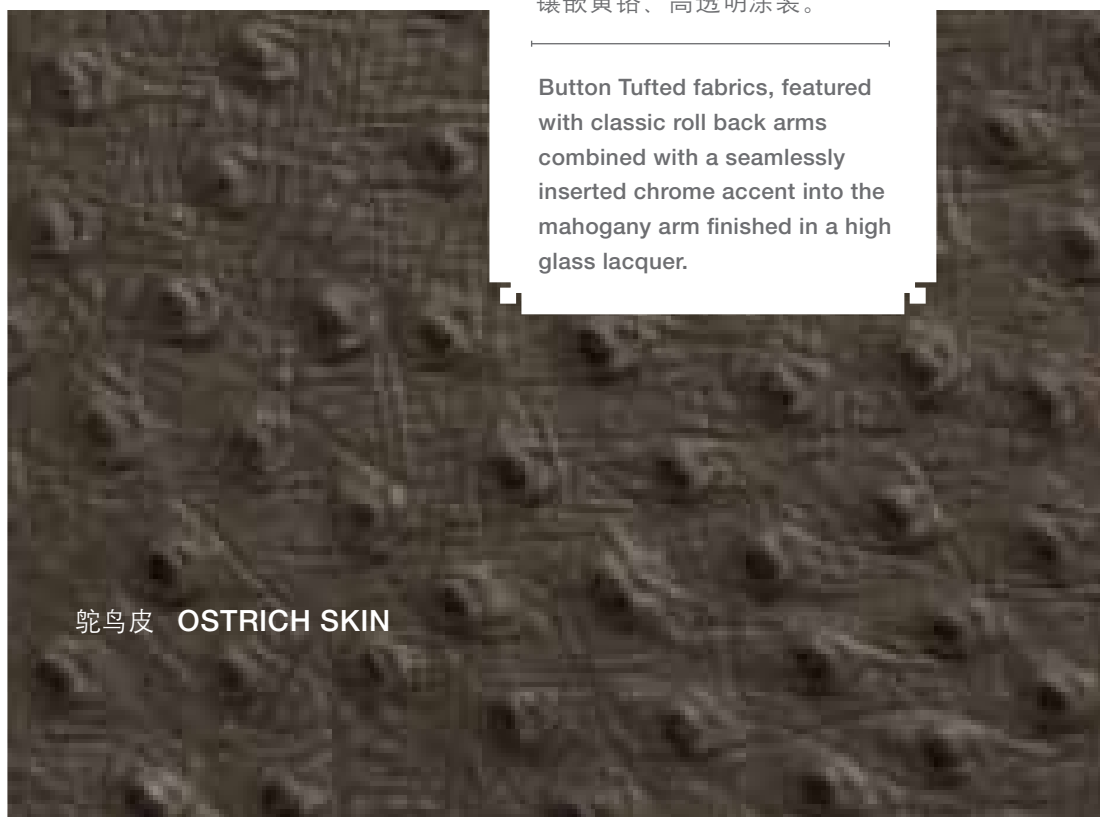
中性交织纹理
WOVEN
TEXTURES
IN NEUTRAL
TONES

包扣面料，精选古典的回滚式扶手结合红木臂、饰以无缝地镶嵌黄铬、高透明涂装。

Button Tufted fabrics, featured with classic roll back arms combined with a seamlessly inserted chrome accent into the mahogany arm finished in a high glass lacquer.



鸵鸟皮 OSTRICH SKIN



A close-up photograph of a tufted leather sofa. The leather is a light beige color and features a classic diamond tufting pattern. A dark, polished wooden armrest is visible on the right side of the frame. The lighting is soft and warm, highlighting the texture of the leather.

纹理

IT'S ALL ABOUT
TEXTURES

桌子 TABLES



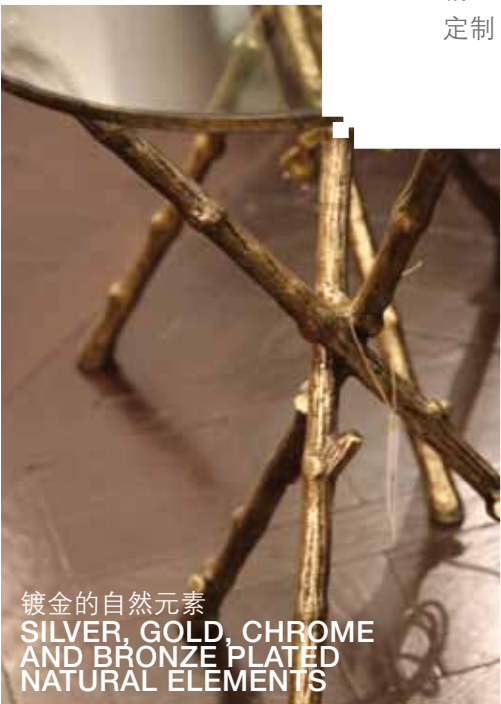
铬细节漆装家具
**CHROME & APPLIQUE
DETAILS ON
LEGS AND TRIMS**



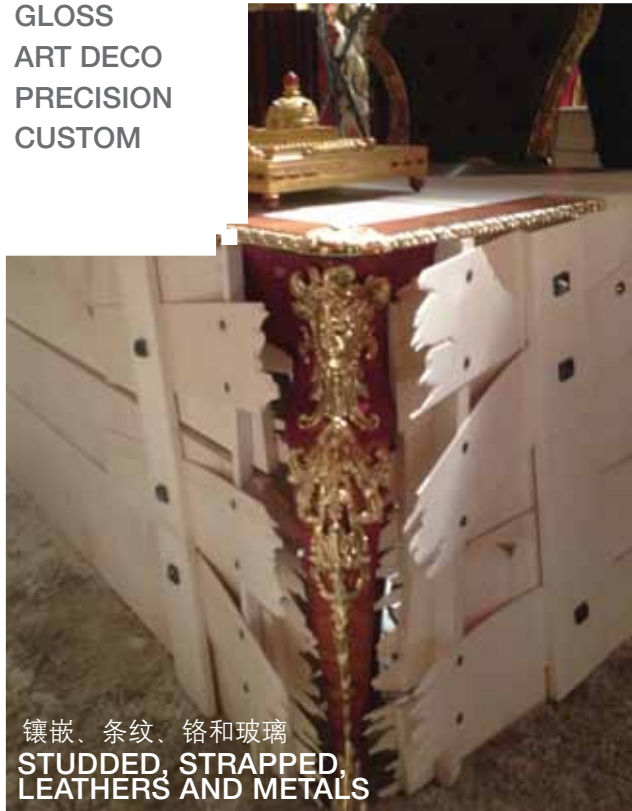
装饰艺术桌和饰品架
**ART DECO TABLES
AND DRY BAR ACCENTS**

关键词：
引人注目
光泽
装饰艺术
精确
定制

**KEYWORDS:
DRAMA
GLOSS
ART DECO
PRECISION
CUSTOM**



镀金的自然元素
**SILVER, GOLD, CHROME
AND BRONZE PLATED
NATURAL ELEMENTS**



镶嵌、条纹、铬和玻璃
**STUDDED, STRAPPED,
LEATHERS AND METALS**



引人注目的展示吸引客人进店，接触季节流行趋势和色彩，感受生活方式般的店面体验。店面饰品布局让顾客轻松快乐购物。顾客对商品流连忘返直至立即购买。

Dramatic displays entice guests into closing in on trends and colors for a season within a lifestyle store experience. Store accessory layouts depict easy and delightful ways of shopping: Guests linger longer with items priced for immediate purchase.

专为小空间设计的这些传统装饰品会让房间显得更大。添加颜色，印花织物或纹理织物都将会呈现出一个新的传统外观。

Designed for small spaces these traditional accents make a small room look big. Add color, printed fabrics, or textured weaves to create a new traditional look.

涂装技巧

FINISHING TECHNIQUES



几何图案
GEOMETRIC PATTERNS



对比嵌线
CONTRAST PIPING

关键词：
小巧
脚轮
纽扣簇绒
休闲椅
嵌线

KEYWORDS:
SMALL
CASTERS
BUTTON TUFTING
CLUB CHAIRS
PIPING



奢华斜倚
RECLINING LUXURY



重叠混合的面料
OVERLAPPING AND
MIXING FABRICS

关键词：
手工制作
纽扣装饰
嵌线
把手
带扣

KEYWORDS:
HANDMADE
BUTTONED
WELTS
KNOB
BUCKLES

装饰品细节

ACCENT DETAILS

筛网印花面料
SCREEN PRINTED FABRIC



黑漆皮 流苏装饰
**PATENT LEATHER
& TASSEL ACCENTS**



带扣细节
BUTTON DETAILS

流苏，趣味的物品，比如华丽的门把手，抛光的钉头线条，对比嵌线和图案面料将给装饰品增添艺术气息。

Tassels, interesting objects like ornate door knobs, polished nail head trim, contrasting welts and patterned fabrics will add artistic style to accent pieces.



复古把手
VINTAGE HANDLES



拷花丝绒和皮革混搭
**CRUSHED VELVET
MIXED WITH LEATHER**





壁灯
WALL SCONCE

关键词：
温馨
金碧辉煌
铬黄
闪烁
环绕
花簇

KEYWORDS:
WARM
GOLD
CHROME
SPARKLE
SWIRLS
CLUSTERS



金色细绳和硕大的宝石混搭
GOLD TWINES
MIXED WITH
OVERSIZED JEWELS



独具风格的玻璃灯罩
STYLIZED GLASS

花饰
FLORAL ACCENTS



装饰品给我们的店面空间和家增添了深度。今年的装饰品将精致而典雅。天然材料的自然形态和花饰将活跃在我们的房间里。

Accessories add depth to our retail space as well as our homes. This year accents will state a sophisticated elegance. Natural influences of raw material, and floral will play into our spaces.

神奇的装饰品

MAGICAL ACCESSORIES



- 倾听并且坦率。社交媒体是我们的朋友。

- 具有触感的表面，面料展示让你忍不住去触摸——互动

- 可口的食物和饮料能够吸引更多的顾客

- 通过生活方式广告，发出同一个声音

- 品牌化的芳香——（阿贝克隆比和费奇）

- LISTEN AND BE TRANSPARENT
SOCIAL MEDIA IS OUR FRIEND

- TACTILE SURFACES, FABRICS
AND DISPLAYS ENCOURAGE
YOU TO TOUCH - INTERACT

- INTERESTING FOOD AND DRINKS
EXPAND GUEST PALLETS

- BUILD ONE CONSISTENT VOICE
THROUGH LIFESTYLE ADVERTISING

- SCENT BRANDING -
(ABERCROMBIE & FITCH)

2

生活方式广告

LIFESTYLE

ADVERTISING

广告、公关、活动

ADVERTISING, PUBLIC RELATIONS, EVENTS

印刷品

简约风格将会主导2014—2015年设计。排版和平面的设计将成为完美且永恒的经典。简洁的印花和文字风格更便于阅读。设计中具有节奏感重复的模式和形状将用于背景和纹理。这种风格诠释了舒适和感性。

PRINT

Simplicity will dominate design in 2014-2015. Typography and graphic design will be timeless and seamless. Easy to read across print and digital platforms. Rhythmic and repetitive patterns and shapes will create backgrounds and textures in design. Styling which is all about ease and sensibility.



简洁的页面布局 SIMPLE PAGE LAYOUTS



定制款式 补充品牌化维度

CUSTOM PATTERNS ADD DIMENSION TO BRANDING

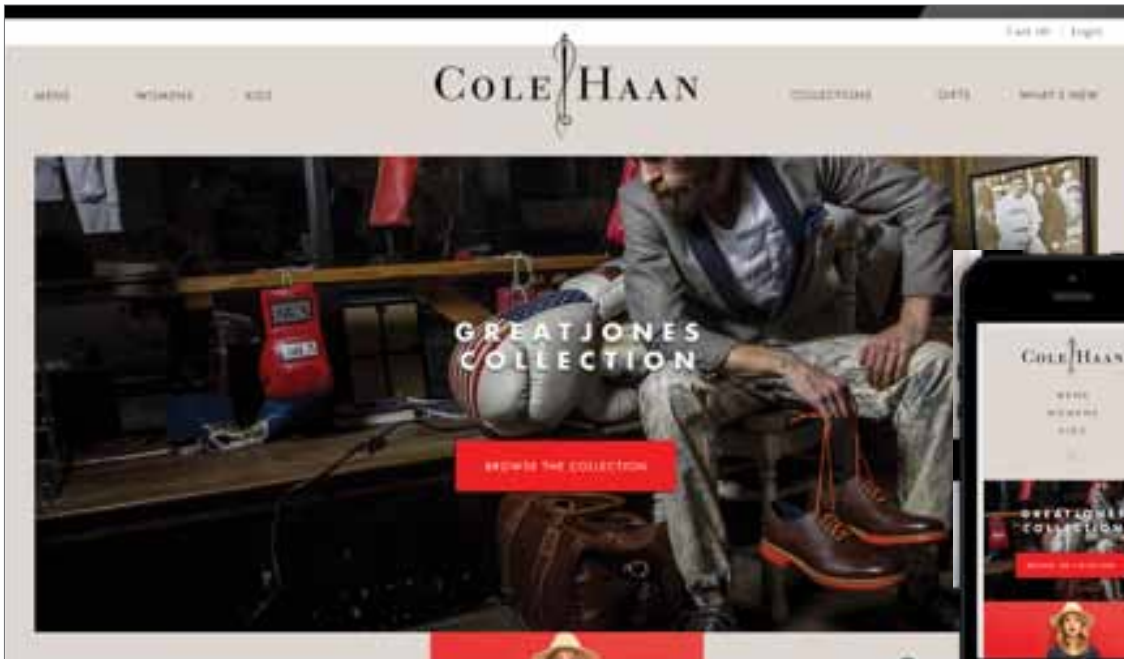


邀请客户参加VIP会员活动，在当地店面宣传新产品。让顾客完全被我们吸引。

Invite customers to VIP events announcing new items at their local store. Give them reason to visit your store even when it's closed for shopping.



舒适的面料让你情不自禁 FABRIC MAKES TOUCHING INVITATIONS



桌面界面 DESKTOP INTERFACE

移动设备响应区域 RESPONSIVE SITE FOR MOBILE DEVICES



移动区域
支持品牌推广
Mobile Site
supports
refined
branding

see for yourself!

20/20 CATALOG EVENT

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GET 20% OFF*
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20 MO. 0% INTEREST**



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COACH

NEW ARRIVALS

HANDBAGS

SHOES

ACCESSORIES

CLOTHING

MEN

GIFTS

关键词：
整洁
简约
紧凑
迷人
目标

KEYWORDS:
CLEAN
SIMPLIFIED
COHESIVE
ENGAGING
DESTINATION

移动设备区域对于积极宣传品牌至关重要。导航简单且易于操作。线上设计将会以终端用户为导向——激发顾客探索欲，提供便捷的购物选择。

Responsive site will be essential for presenting the brand in the most positive light. Navigation will be simple. Online design will be formulated from an end user perspective—a destination to encourage exploration and offer convenient purchasing options.

VIP 优惠
VIP OFFER

DON'T MISS OUT
ENJOY
\$100 OFF \$300

holiday gifts and more, in stores
or at coach.com now through
Wednesday, December 4

SHOP ALL NEW ARRIVALS



用色彩展示
CREATE DISPLAYS WITH COLOR



互动式的查询机器，给顾客及时答疑
INTERACTIVE KIOSKS GIVE
CUSTOM RESULTS

3D 纸展示 3D PAPER DISPLAYS

感受标识

EXPERIENTIAL
SIGNAGE



几何形状与样式
GEOMETRIC SHAPES AND PATTERNS

标识

通过营造互动式的展示、3D式折纸鹤灯光效果，让顾客以一种全新的方式感受标识。这在布展或活动时将会是一种全新的客户体验。

SIGNAGE

Experiencing signage in a new way by creating interactive displays, playing with lighting and folding paper into 3D forms. It's about a new guest experience when formulating displays or events.

关键词：

夺目
奇妙
独特
束装
闪亮

KEYWORDS:
EYE CATCHING
WONDER
TEXTURAL
BUNDLED
LIGHTING

出乎意料的图形展示出不一样的效果
UNEXPECTED GRAPHICS GETS SECOND LOOKS





展示

橱窗展示，杂志广告或公关活动都可以营造一个绚烂的场景。在特定假日使用单色调主题饰品，能够加强季节感并营造出一种引人注目且天真烂漫的氛围。

DISPLAYS

Window displays, magazine ads or PR events can also be a world of splendor. Using items in a monochromatic tone during specific holidays reinforces the season and creates an eye-catching surprise and a childlike wonder.



弹出式广告视窗

就像假期前后，这些别出心裁且自然的展示，吸引了大量的人群，同时，还塑造了品牌知名度。这些店面利用这个机会进行短时间内的清仓活动或新品展示。

POP-UPS

Just as holidays come and go these surprising spontaneous displays draw large crowds and create brand awareness. These stores provide opportunities to clear our old inventory or expose new product for a very limited time.



设计中的色彩

DESIGN WITH
COLOR

鼠棕色
MOUSE BROWN
PANTONE 17-1418

KHOL灰色
KHOL GRAY
PANTONE 15-1607

亮蓝色
DAZZLING BLUE
PANTONE 18-3949

深紫红色
BURGUNDY
PANTONE 19-1337

这个季节的主色为粉红色，棕色和灰色。搭配庄重蓝色和酒红颜色等配色。

The primary print colors for the season is Blush pink, Mouse Brown, and Kohl Gray. Mix with the secondary color pallet of Wine Burgundy, and Majestic Blue.

室内设计师提示：
当房间的焦点部分为一种主色搭配一种配色的时候，这些颜色的才能被很好的诠释。

Note to Interior Designers:
These colors work best when the focal point in the room is with one of the primary colors and sprinkle in one of the secondary colors.

浅粉色
BLUSH
PANTONE 15-1607

用蜡烛和饰品给家
带来时尚

Bring trends into the
home with candles and
home accessories

椅子的混搭风格
和面料涂装，前
卫高雅，迎合
2014-2015年的潮
流趋势。

remove chair

Mixing chair styles
and fabric finishes
salutes trends in
2014-2015 with
an avant-garde
sophistication.

潮流点缀

SPRINKLE IN TRENDS



在房间墙壁或焦点部分
增加色彩，以展现色彩
趋势。

Adding color to walls or
focal points in a room
compliments color trend

change to compliment


本杰明摩尔 白橡木色
BENJAMIN MOORE
PALE OAK
OC-20

本杰明摩尔 布洛克灰色
BENJAMIN MOORE
BULLOCK GRAY
DC-46

舍温 威廉姆斯 沙滩色
SHERWIN WILLIAMS
SANDBANK
SW6052

油漆
PAINT

舍温 威廉姆斯 灵气灰色
SHERWIN WILLIAMS
NIMBUS GRAY
2131-150



这个季节油漆的颜色，将是中性的且可以用于补充粉色。这些都将是初级色彩，用于设置背景和保持高度协同动态。色板将帮助摄影流程完美地贯穿整个油漆和标牌广告。产品将被这些浅色反衬出来。

Paint colors this season will be neutral and compliment the Blush color pallet, These will be the primary colors used for set backgrounds and keep a very synergistic campaign. The color pallet will help photography flow seamlessly throughout the print and signage advertisements. Products will be highlighted against these subdued colors.

花饰趋势

FLORAL TRENDS

这个季节油漆的颜色，将是中性的、可用于补充粉色。这些都主要颜色将用于背景布置和保持一直。色板将有助于整个拍摄打印和标牌广告的流畅进行。产品将在这些配色中被映衬出来。

This season welcomes acrylic and geometric patterns into vases. This new thinking has elevated traditional floral arrangements. Combine floral and succulents into arrangements in ALL the rooms of the home. When creating special events consider using floral to engage the senses with fresh scent. Dynamic ceilings, or green walls brings life to our space.



潮流颜色用在墙上涂装
线条之间

Incorporate trend
colors on walls
between finish trims

潮流颜色作为装饰添加
到花饰面料上面

Trend colors can be
added in floral prints
and as accents

潮流颜色添
加到床帏上

Add trend
colors to
bed skirts

3

执行趋势 IMPLEMENTING TRENDS

店内设计师/店员
IN-STORE DESIGNERS / ASSOCIATES

跟踪潮流

WORKING TRENDS

如何识别趋势?

大多数人多时在趋势形成之后才看到趋势。之前的季节和杂志强调风格，色彩颜色是从过去中提炼的一个很好的参考。室内设计师需要学会识别这些风格以便为顾客提供正确的建议对于设计师来说，持续研究实时动态和即将到来的趋势是非常重要的。我们制作此趋势报告的原因就是为了帮助我们的设计顾问能够向顾客提供好的建议，实现更好的销售。网络是个很好的工具。

HOW DO I RECOGNIZE A TREND?

Most people recognize trends once they have been established. History of seasons past and magazines highlighting style and color is a good reference from the past. Interior designers need to learn to identify these styles in order to properly advise their clients. It is important that designers continually research current events and upcoming trends. This is why we are doing this report to help our design consultants advise our clients and hence make bigger sales. The internet is a great tool.



如何跟踪装饰品趋势?

装饰品将会为这个季节增光添彩。陶器器具上的色彩，织物上的纹理，浅色面料，装饰枕头、蜡烛、花篮，餐巾、餐巾环、篮子、餐具、餐垫等餐桌装饰品，这些都会为您的家带来提升欣赏感，提高您的生活方式。查看手册及此书中提到的流行趋势将会帮助您在店面中为走进这个季节的每一位顾客提供一个清晰的形象。

HOW TO TREND ACCESSORIES?

Ask your guest what is their primary purpose for the space that you are designing. Learning and listening to their needs will help you determine what accessories to suggest. Updating a space with pops of color and texture bring a room to life. To accessories living/bed rooms, layer fabrics on sofas or accent chairs with throw blankets to complete the room. Colored vases, ornaments, wall art, creaturesque sculptures, hand embroidered pillows, metallic candles, gold picture frames and tasseled accents will help create a lived in mood. For the dining room suggest placemats, place settings, leather napkin rings, acrylic vases, floral, bowls, woven baskets, chopsticks and utensils to complete the room. The focus is to help the guest make their house a home.



如何追踪面料趋势?

2014/2015秋冬季趋势将引导面料分层趋势，刺激感官。混搭的条子布、花饰和天鹅绒丝绸花边材质的几何花样。为软装家具和装饰椅增加纹理。如果顾客想将面料混搭，同时不出任何差错，告诉他这些面料也可用在小额物品上，比如装饰枕、小靠垫、床面板等，不需要放在诸如客厅沙发这样的主要物品上。

HOW TO TREND FABRICS?

Sofas, chairs, dining room tables and accents furniture will reinvent traditional by combining material. Autumn/Winter 2014/2015 season will encourage fabrics to be layered and stimulate the senses. Mixing stripes, floral, geometric patterns, velvets, silks and lace to create a couture look. If your guest want to mix fabrics but is unsure of the end result. Advise him/her that fabrics can be layered on small ticket items, such as, throws, scatter cushions, or on top of bed. It is not necessary to be a dominating focal point in a room.



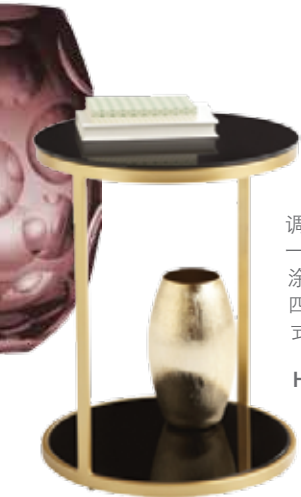
如何用灯光装扮房间。

灯光效果能营造一种很有心境和梦幻的旋律，这种旋律能产生别样的气氛。灯光是提升房间风格和色彩的关键元素。它不仅能给房间带来温馨；也能转换感觉、轮廓；扩散并柔和整体风格；彰显你的房间和个性色彩。这个季度的潮流是使用多种造型的照明灯、车灯、地灯、壁灯、台灯，落地台灯和蜡烛样式灯。本季度有很多形式灵感设计，从水晶灯光闪耀的抛光银或有着铁框、乡村风格铁链条灯罩的灯；青铜涂装框架、叶片、水银玻璃产生华丽的闪耀；乡村风格的保守装饰，玻璃边缘灯、三角玻璃吊灯，给房间带来绚丽与和谐。水晶是为了在新古典房间里产生宝石的璀璨的效果，给房间带来浪漫。Capiz 贝壳灯饰会带来发光外壳切割图案，形成赏心悦目的房间。乡村风格或精致的木雕蜡烛，有着陶瓷、锌制鹿角扶手和刻木球，激发了新的灵感和令人耳目一新的传统风格和涂装。当你的客人咨询时，如果他们喜欢浪漫的、扩散的、流照明阴影、温暖的、筒灯的话，问他们，在家里他们喜欢什么类型的灯光。因为这的确帮你了解他们的偏好取向、生活方式和房间的颜色喜好。

HOW LIGHTING CHANGES A SPACE.

Lighting creates a terrific melody of moods and dreams that inspire a new atmosphere. It is a key element to elevate a style or color in a room, by brining warmth to a room, it transforms a feeling, softens a style, and compliment the furniture showcased in a home. The trend this season is to use multiple forms of lighting such as up lights, flush installed floor light, sconces, table lighting, floor lamps, and chandeliers. Crystals will hang like gems to create brilliance in a neo classic manner romancing your room. Capiz shell lighting will bring luminescent patterns to form a pleasing room. Wood chandeliers with porcelain, zink antler, and carved wooden balls inspire a new twist refreshing traditional styles and finishes. When consulting with your guest ask what type of lighting do they prefer at home? Do they like romantic lighting, diffused, streamed, shaded, warm, or down lighting? This will help them more specifically expose their lifestyle and colors of their room.

rework



如何将一个流行色彩融入到房间？

有很多方式可以让色彩融入到房间内。选择一个主要流行色，比如今年的“红色”（见调色板），把它加入到墙上，作为房间主色，或者用2014/2015调色板中的其他边缘色。你可以用挂画、窗帘、床上用品、枕头、装饰品甚至一块小毯子将它们组合在一起。你也可以通过给模塑、天花板、灯具、柱子和门涂漆来强调流行色，给室内带来色彩。命名达到目的 Laura Bielecki 组合至少四种流行色，给整个房间带来时尚的色彩搭配，或者一种合适的定制的生活方式，满足顾客需求。

HOW CAN I INCORPORATE A COLOR TREND INTO A ROOM?

There are multiple ways to incorporate colors into a home. You can implement color onto a wall by choosing either a focal trend color such as this years “Blush” (see color palette) to dominate the room, or use any other of the fringe colors mentioned in the color palette for 2014/2015. You can accessorize by building in wall art, curtains, bed coverings, pillows, ornaments or even a rug to tie it all together. Highlighting a trend color by painting trim molding, ceiling, light fixture, columns and doors will bring in color to the room. Luxury Interior Designer, Laura Bielecki recommends using 3-6 pops of color to bring the entire room together. It's a fashionable twist or a lifestyle suitable and custom to your clients needs.



跟踪趋势

如果顾客已经购买过了高价的产品，你可以继续跟进，发一封邮件，打个电话或者其他方式告知顾客最新最好的流行趋势，最好是他们还没购买的东西。花瓶、装饰品、靠垫、装饰枕、纺织品、挂画、灯或者是小件家具。这些物品可以作为设计变化进行互换。

FOLLOW UP WITH TRENDS

If your client has already purchased big-ticket items you can offer a follow up email, phone call or correspondence and suggest the latest and greatest styles. Preferably something that they have not already purchased. Vases, decor accessories, cushions, throws, fabrics, wall art or lamp and even small furniture pieces. These items can be easily be swapped in and out as designs change.





古玩市场 ANTIQUE MARKET





街头灵感

古董家具的展示，是为了激发灵感，并突出运用在手工艺框架、凳子和实木家具中的技术。卷轴、金箔、钉头线条、黄铜陶瓷、旋钮、按钮、颜色、最终并不是为了展示，而是为了灵感。

STREET FINDS

Antique furniture is provided for inspiration and highlights different techniques used in crafting frames, stools, and case goods. Scrolling, gold foils, nailhead trim, brass inlaid with ceramic, knobs, keys, colors, and finials are represented as inspiration and not to be taken literally.

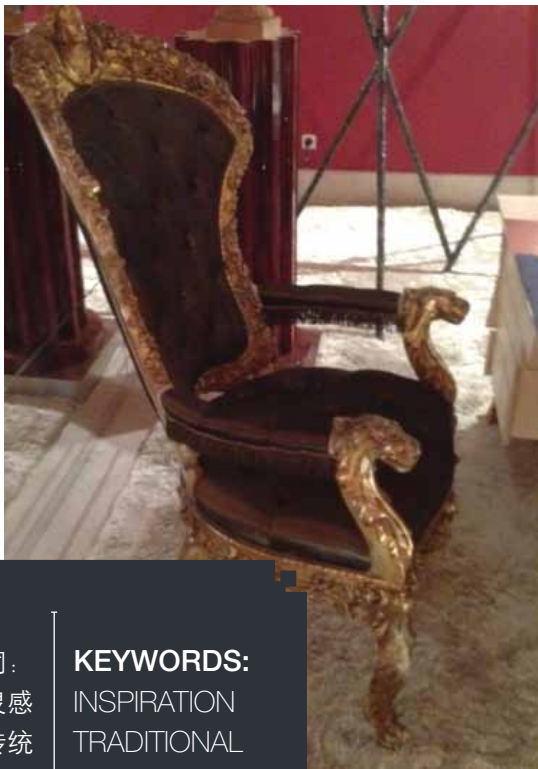






新传统
NEW
TRADITIONAL



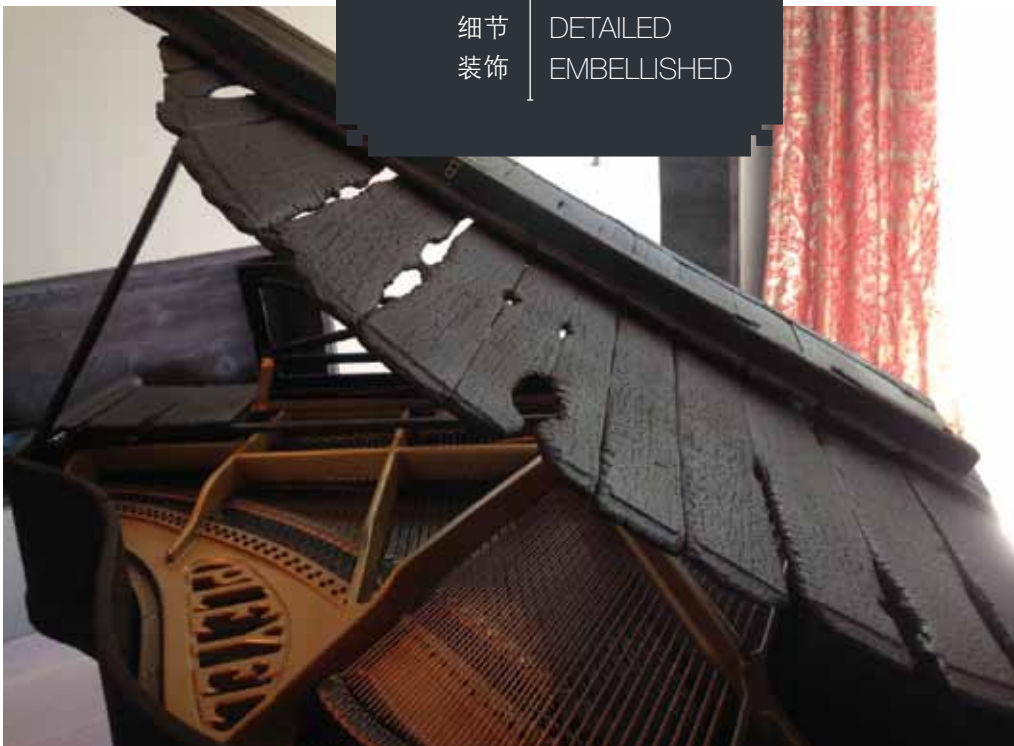


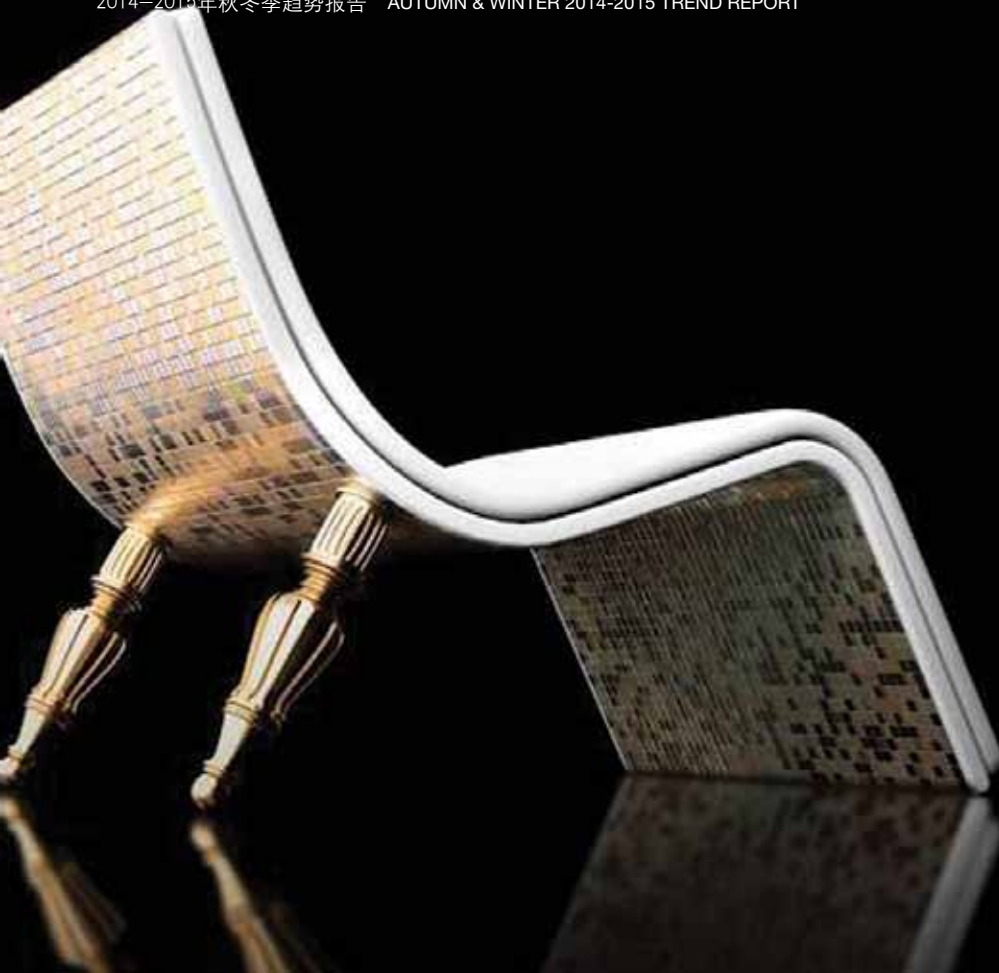
关键词：

灵感
传统
经典
细节
装饰

KEYWORDS:

INSPIRATION
TRADITIONAL
CLASSIC
DETAILED
EMBELLISHED





2014–2015年秋冬季趋势图片选材与以下公司和机构：

Images for upcoming trends for Autumn and Winter 2014-2015 are sourced from the following:

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