

# TRENDBOOK



Our **TRENDBOOK** will show you all the important trends in Europe and America. The world trends include colours and styles will be discussed in the general part. After this we present 8 specific trends. Our **TRENDBOOKS** focus on either **Spring/Summer** or **Autumn/Winter/Xmas**. The 8 trends used in the book will cover all the important commercial events and target all the important product groups for inside and outside the house.

We use several steps while explaining the trends. The following cards explain these steps.



## STEP 1:

The first pages in a trend are atmosphere pages. These pages tell the story of the trend and show in a few pictures and with a few words the essence of the trend. Interior pictures and carefully selected products make the trend atmosphere visual. A short story will introduce you into the world of this specific trend. Starting Spring Summer 2013 we introduce **Nvisions**<sup>®</sup>, a classification system to help understanding the trend even better.



## STEP 2:

Very important for a trend are the colours. We provide a colour list and an analysis. The colour list is carefully put together, using main colours, accent colours and metallics or other special effects colours. The colour analysis explains which colours are main colours and which colours are for accent use. Starting Spring Summer 2013 we will introduce **Colourcells**<sup>®</sup> to explain even better to you how to use the colours and how they interact with each other. **Pantone**<sup>®</sup> references are always provided for easy comparison.



## **STEP 3:**

Trends are being used for interior design but also for product design and product sourcing. For each trend we give you a range of products made of different materials which are suitable for this particular trend. This gives easy understanding what could be possible while designing and sourcing.



## STEP 4:

Many industries - from wall paper to ceramics - from textiles to metals - use patterns. We show examples of existing patterns and make unique patterns for you to be inspired by. These unique patterns can be overall patterns, logos or illustration elements.



## STEP 5:

When designing or looking for products, the material is a very essential element. The materials and structures pages in the book show not only which materials are suitable for this theme, they also show different finishes and ways to apply them. Next to the printed pictures of materials, we also offer real material samples, very useful while mood boarding and designing.



## **STEP 6:**

After supplying all the different trend elements (atmosphere, colour, product, pattern and material), we combine all these elements together and provide you with some new product ideas. We also give some tips how to combine materials and patterns, which way to apply the colours and what kind of shapes could be used. For this part we invite various international designers to give their ideas and input.

# 3HOUSE PRODUCTIONS

3House Productions is one of the biggest suppliers of design support products and design consultancy services in Asia. 3House is a Dutch company, based in China with over 6 years of local experience. We work with producers, importers and retailers from China, Europe and America. For them we design: home décor, furniture, home textile, gifts and floral products.



## **3 HOUSE PRODUCTIONS**

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