

# SIGN UP

CREATE A VISION

दूरदर्शिता अपनाएँ

TRENDS 2020-21

ट्रेन्ड्स २०२०- २१

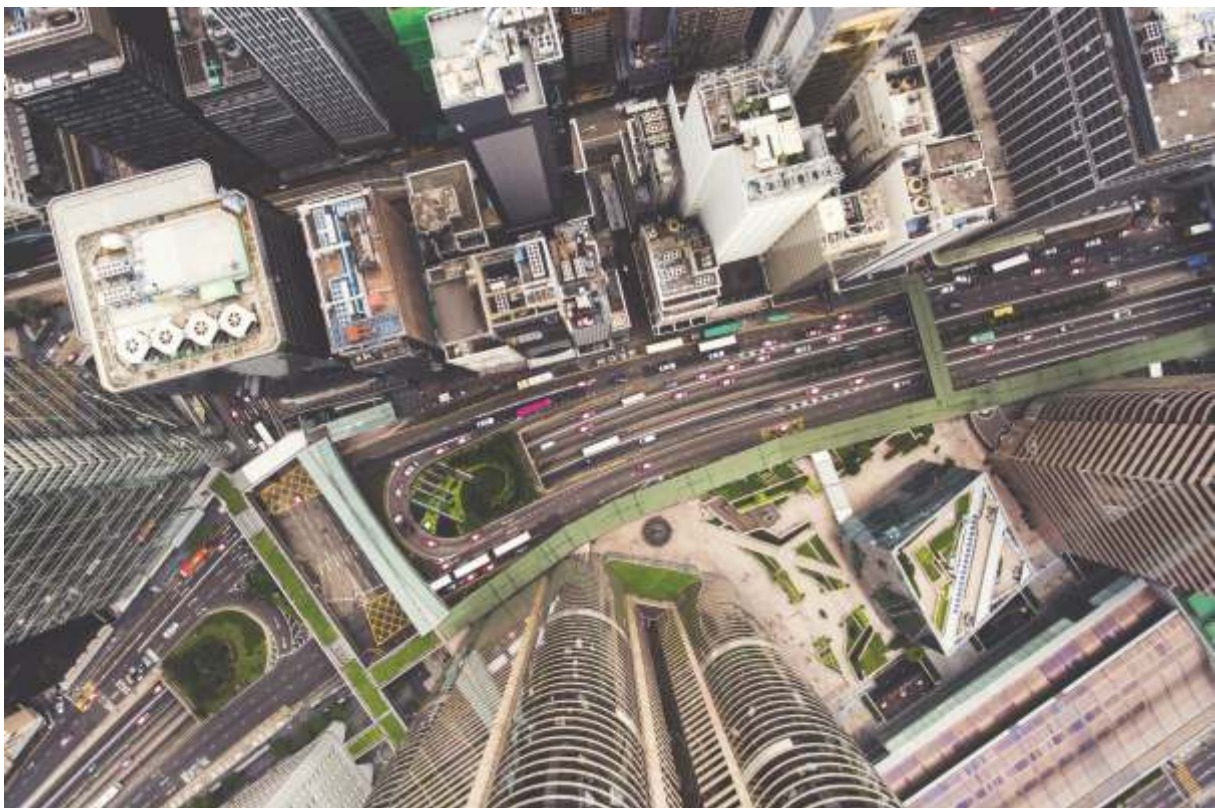




# SIGN UP

## CREATE A VISION

Living with roots in the past,  
a foot in the present,  
and an eye towards the future.





# TRENDS 2020-21

#Sign Up Create A Vision - the trends brought to you by HGH India 2020 area a well-researched integration of strongly emerging colours, designs and materials for the year 2020-21. You will find comprehensive design directions in these trends book to draw inspiration for your new collections for the coming season.

These trends describe the design elements for 2020-21 for the Indian market in four groups - Aqua-Blue Hour, Velvet Ruby, Glitz-Tonic, Green Goes City. Sign Up trends are applicable across all home categories- home textiles, home décor, houseware & gifts.

India has one of the youngest populations in the world with 65% of the 1.3 billion people below the age of 30 years. Indian market is essentially influenced by the lifestyle, taste and preferences of these young consumers. These educated, extrovert, technology savvy, financially affluent consumers are influenced by high international and social media exposure. They are highly aspirational and prefer a blend of modern and traditional ethnic products.

With recent economic and political advances, India is emerging stronger on the global map. Its people are more confident of adapting to the international lifestyle, while retaining their social and cultural heritage.

#Sign Up trends reflect the influence of social, lifestyle & technological changes on home products market in 2020-21. Manufacturers, brands, retailers and professionals will find these useful to innovate their product designs and connect to the aspirational Indian consumers.

Go ahead and use these trends to explore your design sensibilities and apply them to create innovative designs in real products for the Indian market.



AQUA BLUE HOUR

VELVET RUBY

GLITZ TONIC

Green Goes City





# SIGN UP

## CREATE A VISION

### **Sign up today!**

We are facing our limits as though as it has never happened before. The world we know is going to change, that is for sure, and changes have already begun. We will not embrace victimhood; we will not just let it happen but roll up our sleeves and work for a good change.

“No one is too small to make a difference”, are the words of 16-years-old Greta Thunberg who is worldwide encouraging governments to fight against the impacts of climate changes. She yearns for operations with minimal negative impact on the environment.

“With creativity you can propose a new future”, says Maria Grazia Chiuri, first female art director at Dior's promoting sustainable haute couture. She banned single-use plastics from backstage at the Paris Fashion Week event and created a catwalk amongst real trees with seats and cushions she would donate to charities later. She yearns for awareness.

Nikhil Chopra, a Kashmiri artist, is worldwide known for his interdisciplinary artworks and performance acts. 2019, he moved for 9 days into the New York Metropolitan Museum: for a live painting and performance act. He comments, that as an artist, he wishes to present a mirror to the world and capture its reflections - creating progressive links between space and time. He yearns for intelligent interaction. Hence, the point is to create visions and put them into practice. India is a well of opportunities: not only one of the biggest export nations; it is skilled in perception and insight, rich in culture of craftsmanship and creativity.

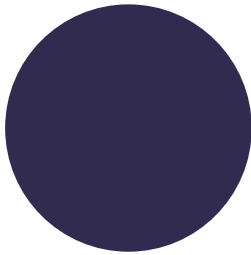
Hence we are all part of the new avantgarde. Create your own Vision. Sign in. Be The Difference!



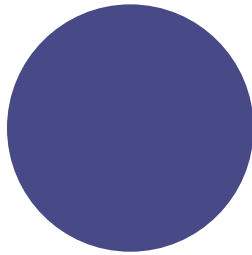


# AQUA BLUE HOUR

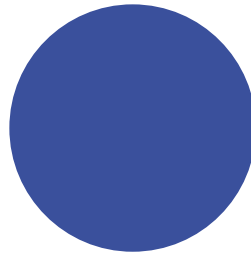
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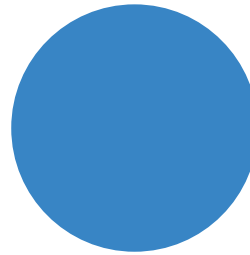
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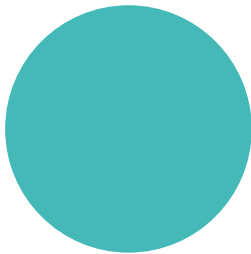
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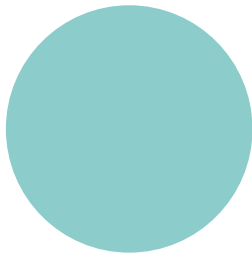
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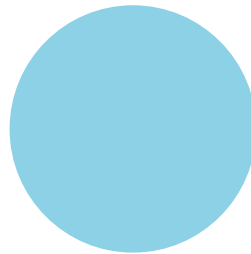
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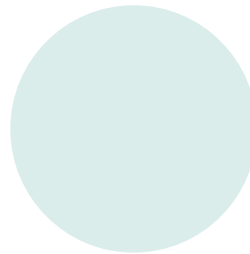
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Ice Green  
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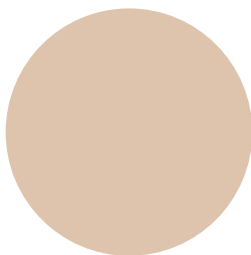
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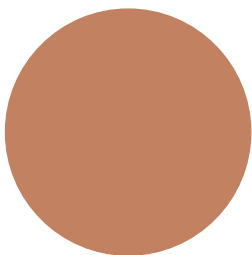
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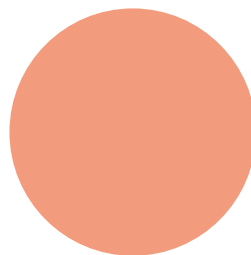
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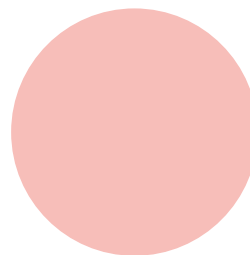
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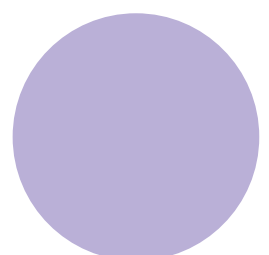
Biscuit  
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Canyon Sunset  
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Peach Pearl  
Pantone® 14-1419 TPX



Lavender  
Pantone® 15-3817 TPX





# AQUA BLUE HOUR

एक्वा ब्लू ऑवर

## Flowing Blues

Setting sails off to hidden bays, floating on transparent clean seas with sober elegance, diving into crystal clear water in midst of shimmering shoals of fish, covers up an ugly reality: our coasts and oceans are over-polluted with debris and plastic and many fish are threatened with extinction. Drinking and washing water is not given for 3,6 billion individuals of the world community and threatening to become an even more scarce commodity.

By understanding the dark forecasts about the struggle for water, the vision of clean clear freshness of crystalline flowing streams becomes more and more synonymous to pure luxury. Our photographic hunt for sunsets and charming beaches reflects the longing for universal perfection.

The idea of pure flowing water and fresh air is in complete resonance with our minds. Turquoise and oceanic blues, soft warm pastel colours in comforting calm patterns provide for the necessary regeneration of body and soul. Coming home means a real quest for returning to innocence, pureness and restful harmony. SPA and wellness are an important source of wellbeing providing everything related to relax and refuel body and mind. Natural handicraft materials, hydro products, sun drenched colours, batiks, aquarelle designs and stripes evoke the longing for shadowy hideaways and peace of mind. The blue hour opens the path to twilight.













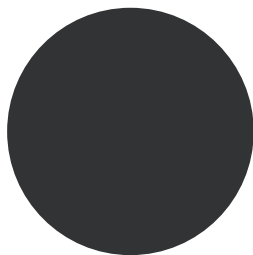




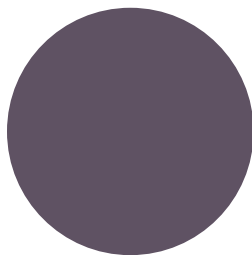


# VELVET RUBY

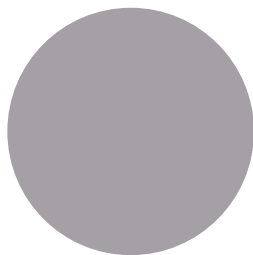
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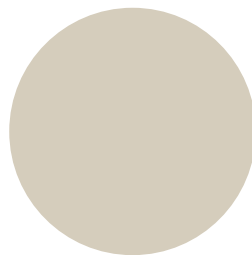
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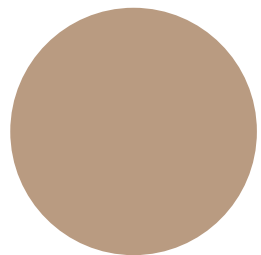
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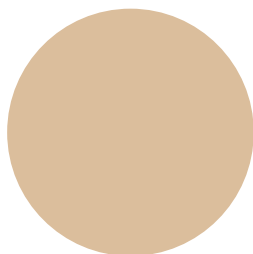
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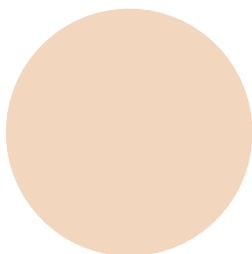
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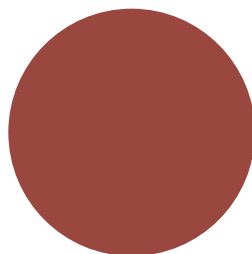
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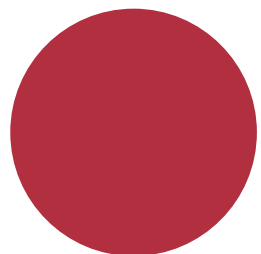
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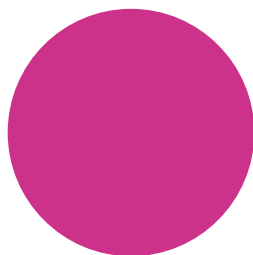
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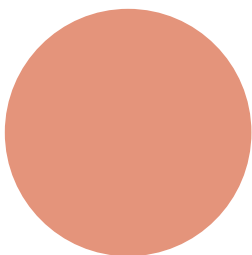
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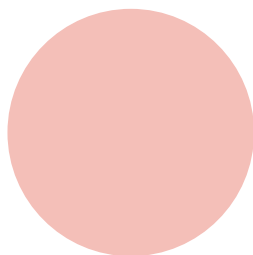
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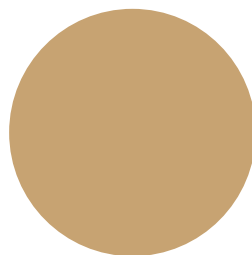
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Tawny Orange  
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Dusty Pink  
Pantone® 14-1316 TPX



Pale Gold  
Pantone® 15-0927 TPX







# VELVET RUBY

वेलवेट रूबी

## Dreams and Emotions

Life is a project. We have an ideal in mind which is worth pursuing. We figure out the world we want to live in. Every day, we work so hard to get this project done and hopefully come closer to our ideals. The feelgood settings in our home, our office, our surroundings should be creating a most favourable atmosphere to contribute in paying off for our efforts.

We paint our ideals in golden colours, amber, timber and sand. Apricot and berries are most rewarding hues. Precious and crafted materials as marble, terrazzo and natural stone stand for the concept of balance and consistency. Gemstones add beauty and splendour. Plants and floral motives add life and development. Golden objects add wealth and still remind us, just standing there, that they are just objects and happiness is with the living. Every gesture, every material transports a holistic message of well-being.

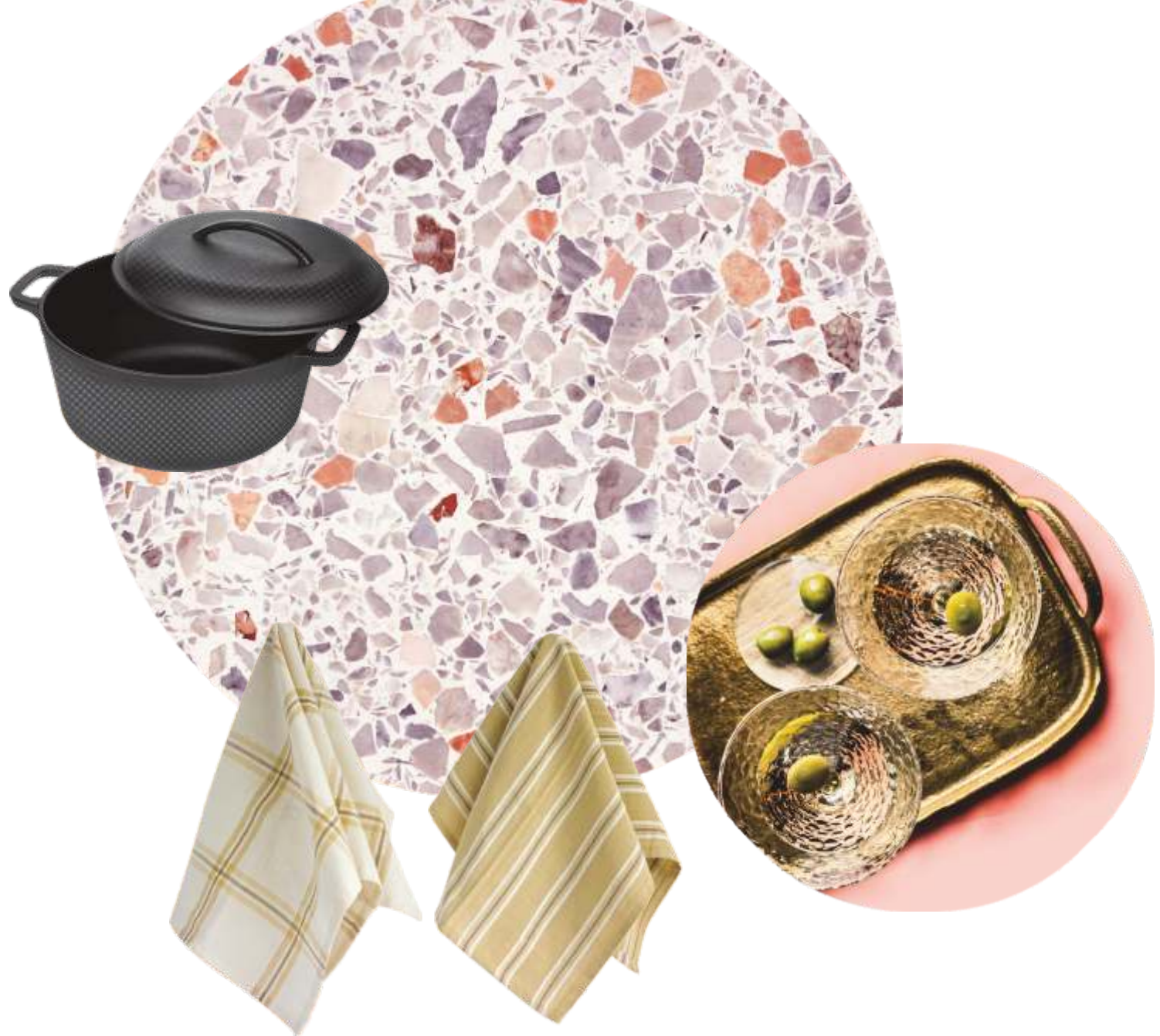
The evening receives us with warm luxury and in good company! Modern browns and earthy greys calm us down and velvet touches with ruby accents provide elegance and style, highlighting the woman or man at our side. Precious floral designs are delicately spreading a serene atmosphere. The best is just good enough. Our mind gets things done, our intelligence helps us out of a crisis, but our dreams and emotions are carrying us forward making our deal with future.













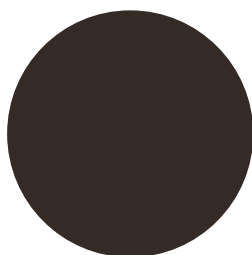




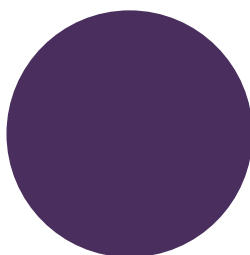


# GLITZ TONIC

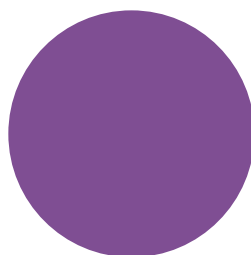
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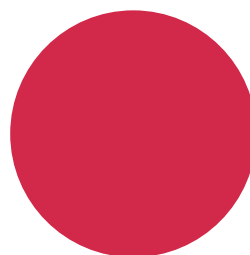
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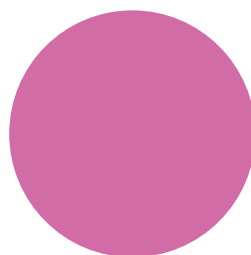
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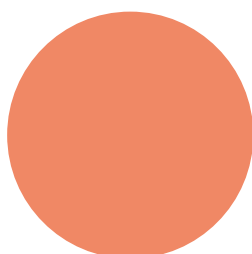
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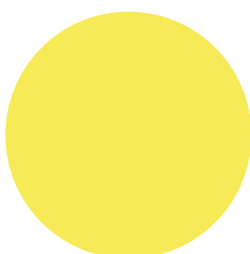
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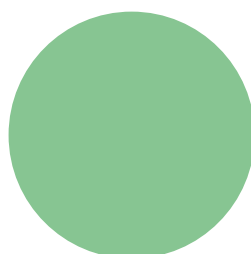
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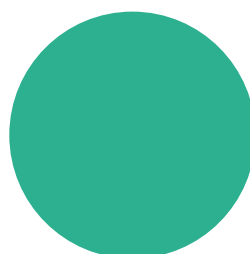
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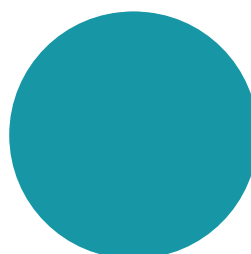
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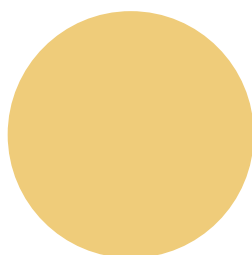
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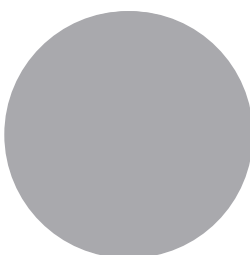
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Lapis  
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Gold  
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Silver  
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# GLITZ TONIC

ग्लिट्ज़ टॉनिक

## Glam Bang Glitter

When the World seems to fall apart, there is a cry-out for life, a deep desire for luminous sparkling surroundings and cheerful laughter, a deep lust for society-life and glam. Positive attracts negative, black meets white and multi-faceted liveliness surpasses depression and covers up any upcoming apocalyptic forecasts aroused by the climate and other crisis.

Not only the climate crisis with its drowning waters is present all over, also political crises and violence are exhausting challenge, too. Hence, there is much longing for safe and neutral places, places exhaling international flair and luxury, where women and men feel free to celebrate a beautiful evening, forgetting the outside world.

Inside, a flair of vanity is luring today's IT-crowds to drown into luxury and refined pleasures. Today's coolness means fancy make-up, coloured tattoos, golden sneakers, surrealistic artwork high-heels or ugly lacquer boots accompanied by glitter clutches. Enthusiastic young people are lounging on comfy furniture upholstered with shiny velvet. Their fugacious hedonistic self-expressions are highlighted by Instagrams' or Snapchats – whatever. There is no room for small patterns or minimalism: think big, wear pink, stay cool.

Startling and glamorous interiors, slightly baroque, with porcelain tigers, fur imitations, silky moiré effects and generous flower ornamentation on dark ground provide a splendid background for emotional and fugacious selfies; showing off the eternal as well as ephemeral: I was here.













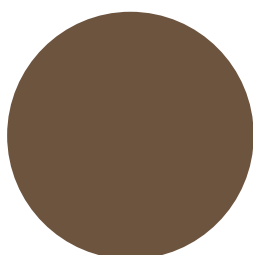




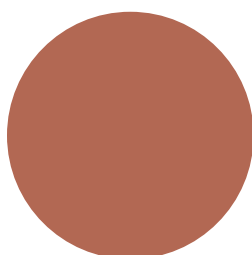


# Green Goes City

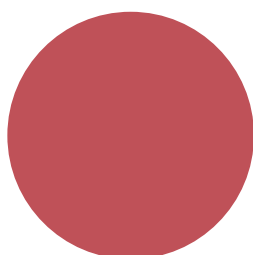
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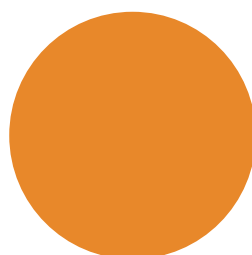
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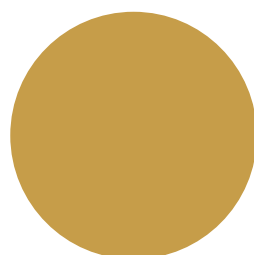
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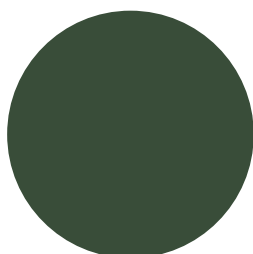
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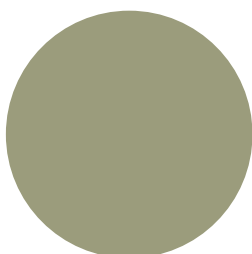
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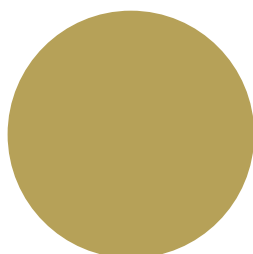
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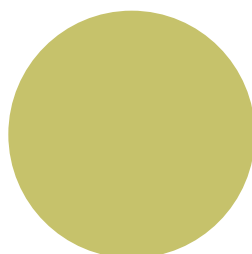
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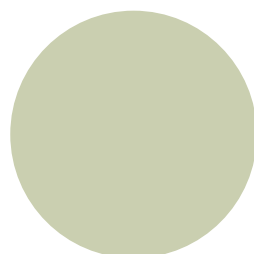
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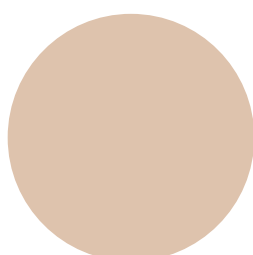
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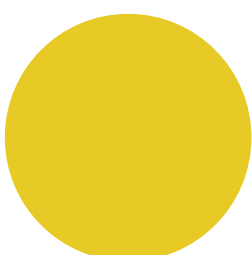
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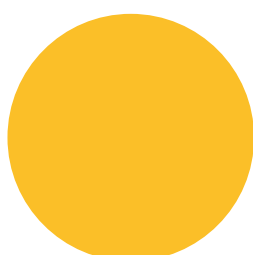
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Beige  
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Citrus  
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Sulphur  
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Birch  
Pantone® 13-0905 TPX





# Green Goes City

## ग्रीन गोज़ सिटी

### Urban Oasis

A universal new lifestyle is spreading in million-resident metropolis. Mindfulness is a hip keyword around the globe. Sectors of every-day life are charged with new meanings and values. Technical knowhow is acquired to create self-sufficient systems for sustainable household management.

Free spaces in buildings are redesigned to become roof-gardens or greened balconies. Not necessarily the eco-dreamers or activists are making the difference, but people who decide for a sustainable living quality. They go for eco-friendly AC-devices, fridges and freezers. Long-awaited shade, fresh and natural air is additionally provided by specific greens with high air-filter performance and self-sufficient watering systems on the balconies. Air-cleaning plants are also fitted in babies' or kids' rooms. In eclectic combination, modernity stands side by side to the traditional.

Young-at-heart individuals are intelligent and provident consumers, making a sport of finding out about new eco-friendly gadgets and technologies. They love smoothies, organic and slow food and all kind of harmless materials - replacing disposable plastics or coffee-cups-to go with recycling products. Preferably minimalistic, their choice would be: one of a kind ceramics, recycled glass and natural materials as clay, bamboo or handcrafted metals. Quality and authenticity counts. Handcrafted textiles, big block print patterns and colours of nature as well as warm earthy tones and shades of green, ranging from tropical vibes to contemplation add to a long-lost feeling: reconnecting to nature.



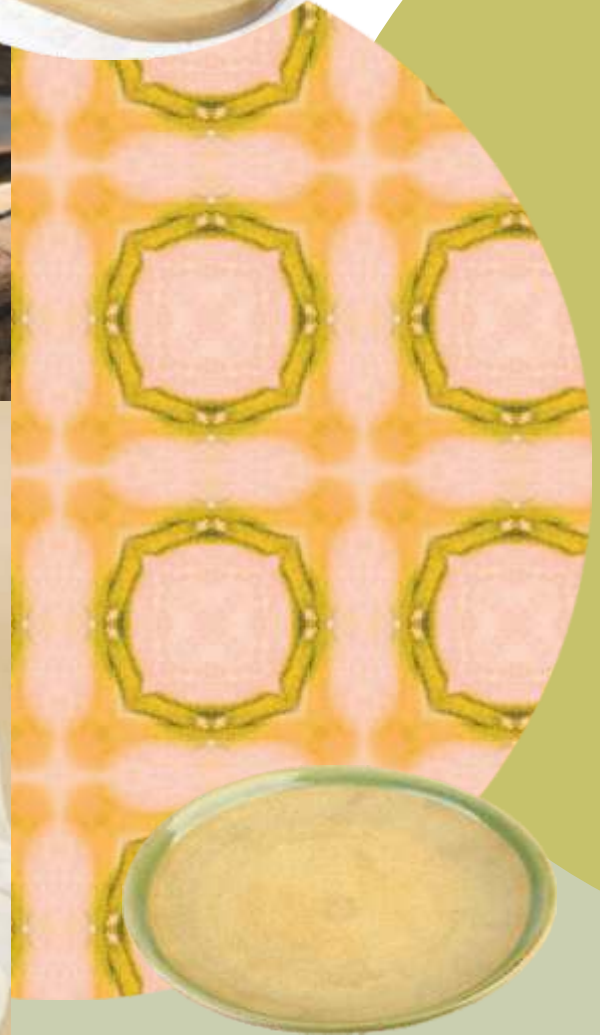














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