

ONWARDS

RESET TOGETHER



TRENDS 2021-22



ONWARDS RESET TOGETHER

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



Trends 2021-22

HGH India 2021 brings "Onwards, RESET TOGETHER!" Trends for the year 2021-22, a comprehensive curation of evolving colours, designs and materials. This trend book will act as a go to guide to draw a clear inspiration for your new collections in the upcoming season.

In this trend book, Indian market trends for the year 2021-22, applicable across home categories- home textiles, home décor, houseware & gifts are deciphered into four groups- Home & Roots, Good Vibes On, Greenfluencer and Golden Hours.

India is the youngest economy in the world with 65% of population below 35 years of age. The highly positive Indian consumer is educated, extrovert, technology savvy, financially affluent and influenced by high international and social media exposure, demand a balance of modern and ethnic products.

With an expected GDP growth of 11% in 2021, India is heading for a V shaped recovery post pandemic and emerging stronger on the global map. The Indian consumers have embraced new stay-at-home trends and are progressively upgrading their homes as they look at it as a safe haven.

This Trend book reflects the influence of recent social, lifestyle and technological advancements on home products market in 2021-22. Manufacturers, brands, retailers and professionals in the home business will find this trend book handy to innovate their products and designs, in order to appeal to the aspirational Indian consumers.

Ready to see the trends up close? Discover "Onwards, RESET TOGETHER!" trends in real products at HGH India 2021 Trends Pavilion.

RESET TOGETHER!

Standing together and affronting adverse conditions is our challenge today! Nonetheless, we develop tender feelings: a new respect for the beauty and value of nature as well as friendship and empathy towards the people around us. When the World, as it used to be, is falling apart, when everything in your life changes, it does not help to worry or fall into depression. Every change opens new chances and new ways of looking at things. We can make a difference by taking the future into our hands, for us and our kids, by taking out the very-best of it!

Our family and home are our sound basis, our safe haven; home has become even more than ever a holy site where nothing adverse should be allowed in. It provides us with the strength needed for everyday life.

Going outdoors means increasingly taking care of us and taking care of others. We need better cities and we contribute taking care of our surroundings, respecting nature - the well of the most needed things in our life, clean water, fresh food and a beautiful place for mental refreshment for us all. Separating waste is just one hit. Leaving no waste behind means, nature and cities should be like our minds: pure and clean.

Take a fresh look at your home! Make yourself comfortable. Today, home is the place of good ideas, brilliant inventions and new starts! Organize a place for working, thinking and retreat, another place for the family to be happy, a place for cooking and gathering and a place for sleeping, resting, luxury and leisure. Take nature home, as much as possible – be it small gardening at home, be it just relaxation for your eyes!

Home has changed. Today, it is the very best of being me and my family. Start a new thinking that makes you feel good, have faith in future! HGH will give you a hand and loves to be your guide. Take the survival kit and start flowing your mind!

Home & Roots

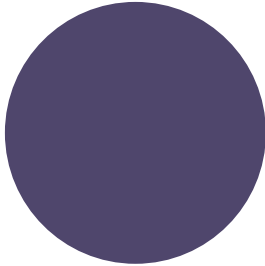
Good Vibes On!

Greenfluencer

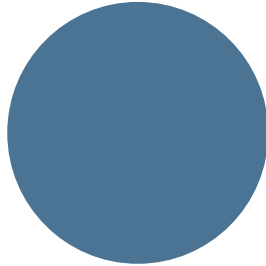
GOLDEN HOURS



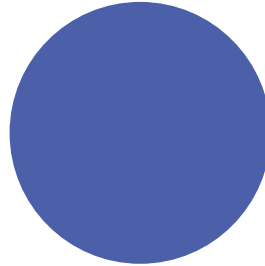
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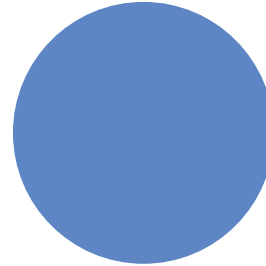
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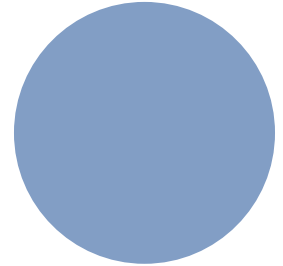
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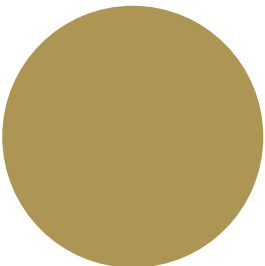
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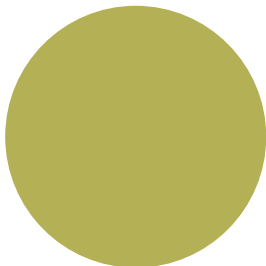
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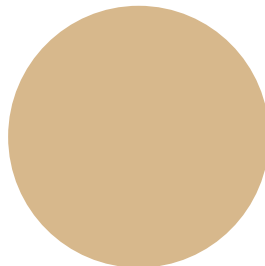
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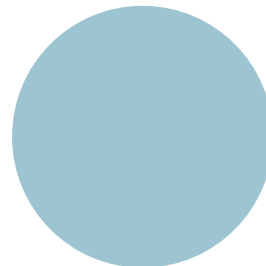
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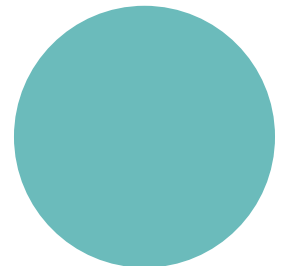
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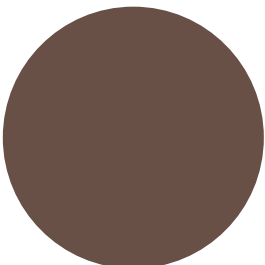
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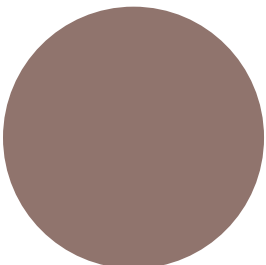
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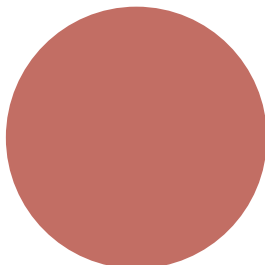
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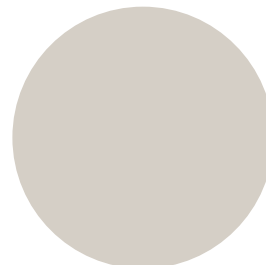
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Thrush
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Mecca Orange
Pantone® 18-1450 TPX



Sandshell
Pantone® 13-0907 TPX



Home & Roots

Last year, during lockdown, the otherwise polluted air became suddenly so clean, that the dark blue sky could be appreciated in all its beauty. The amazed residents of Delhi were able to count the stars at night. No doubt: deep Indian Blue is the must-be favourite trend-colour this year! Dyed and stitched Indigo fabrics as well as truly national Indian handcraft is most cherished in these times. When many labour places are lost, traditional and modern handcraft is an important income source, especially in rural areas. It is sustainable, beautiful and the result of leading generations by best practice in this field. Be ethical, shop local - a smart and peaceful interpretation of "Vocal for Local"!

Spending forcefully more time at home makes self-care and wellbeing relevant on all levels. Indispensable settings are a comfortable place for home-office and a high-performance bed for a restful sleep. Health-food and yoga provide focus to a greater extent on the everyday objects around us. The colour-palette is grounded, down to earth; nuances often result through the material itself: Ethnic-Blue, Deep Blue, soft Olive-Green or Sandshell-White.

When you stay at home, an easy going and practical lifestyle takes over. Bathrooms and kitchen are provided with natural stones and terrazzo patterns; cooking is done with time-saving gadgets and wooden items; eating is celebrated with nice-to-look-at everyday pottery and some antiques are cared for warmly – for instance grandma`s old pots.



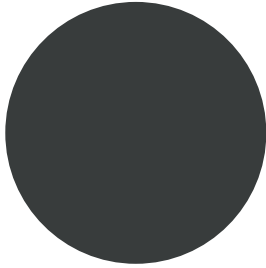




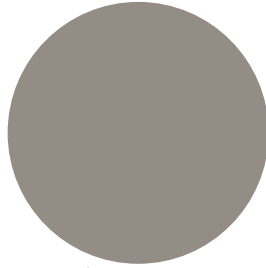




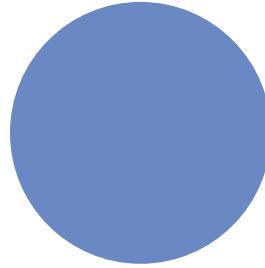
Good Vibes On!



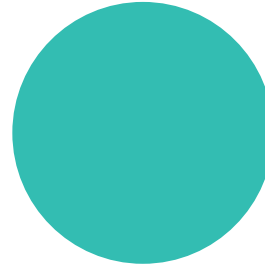
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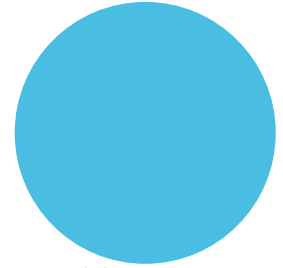
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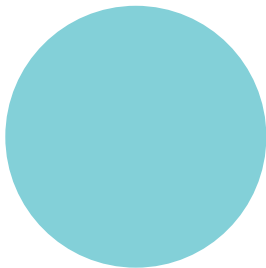
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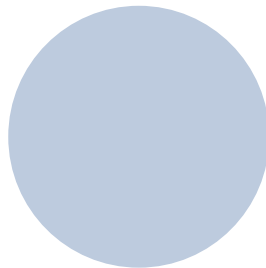
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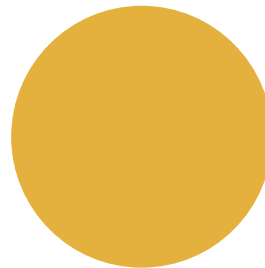
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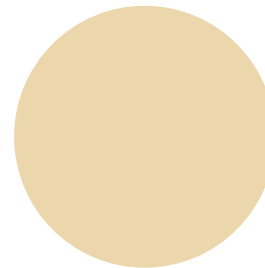
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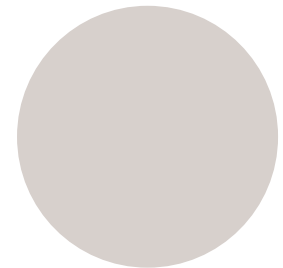
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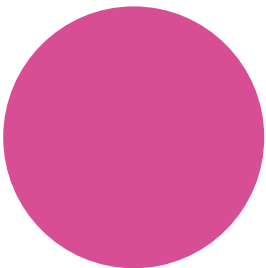
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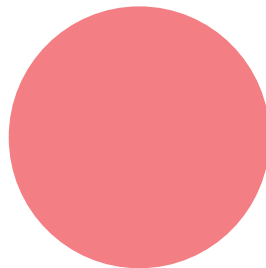
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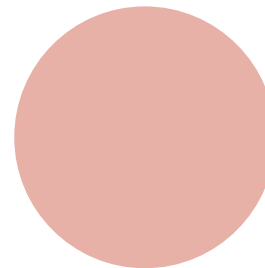
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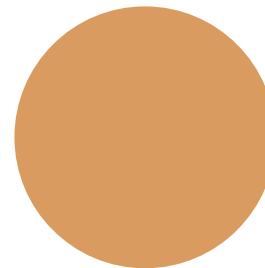
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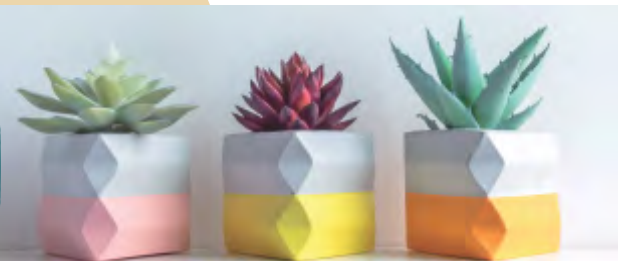
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Coral Cloud
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Butterscotch
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Good Vibes On!

Generations Z and Alpha are all digital experts and specialists in networking and young culture. Interacting open-heartedly, they place their problems and sorrows online, with all questions, doubts and failures. From broadcast to podcast, digital socializing is of central interest. They are all down to it - "lifesaving" skills nowadays! Young people also know that environmental care is crucial for their future. However, the difficulty still is: how do I manage the current situation? what is my identity? what is right or wrong? Separation of people, today's difficulty of gathering, caring about vulnerable family members, splitting opinions, fake information, disruption of continuity are more than ever their greatest challenges.

Home settings are welcoming, feminine and courageous, embracing the new empowerment of women, turning over ancient beliefs and systems through humour and honesty in a modern, retro and experimental way. Vibrant, warm, colourful products and gadgets are breathing leisure time and comfort. Aqua Green, Aruba Blue, Sunlight Cream, Persimmon Pink, are soft and lively colours, contrasting with Liquorice Black, Coriander and Old Gold.

Working places are perfectly fit and inspiring to study new topics and do home-office; furniture is cosy and comfortable in light colourful combinations. Multicolour kitchens in pastel shades, invite to cook and try out new recipes with the help of fancy kitchen utensils! Waste bins in different options and colours are offering to separate waste and take care of the environment.



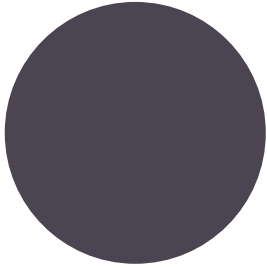




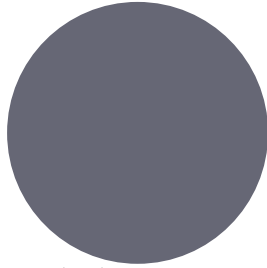




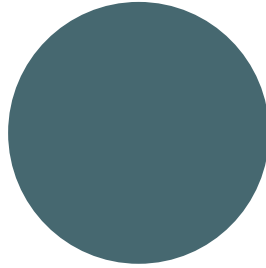
Greenfluencer



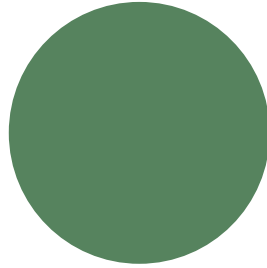
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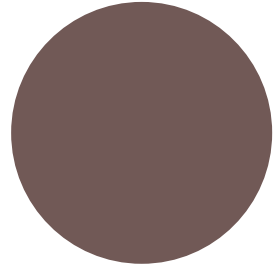
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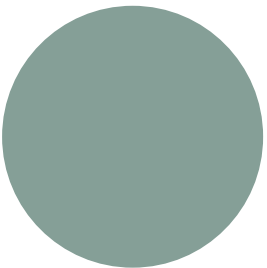
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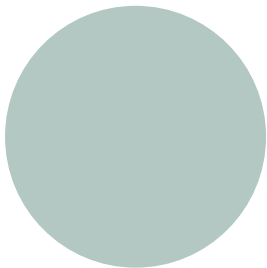
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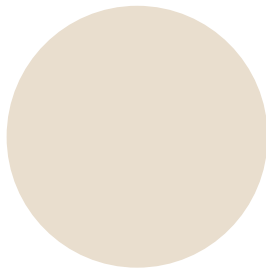
Mustang
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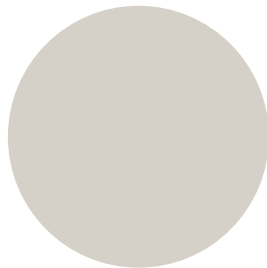
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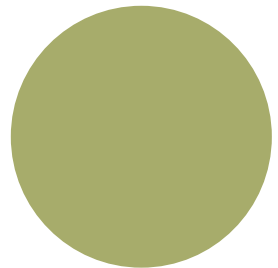
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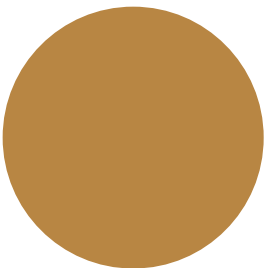
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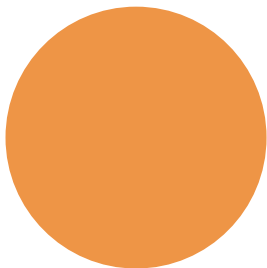
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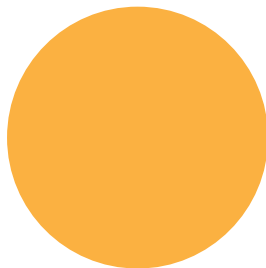
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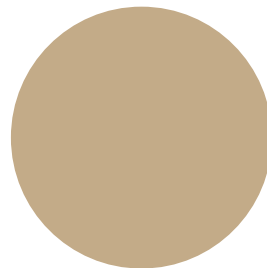
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Saffron
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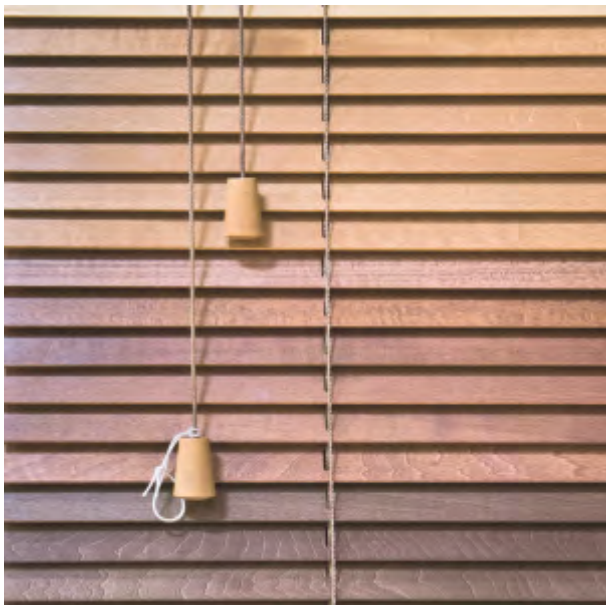
Greenfluencer

During lockdown in Jalandhar, the air was so clear that people could see the Dhauladhar mountains. Nature is literally returning to us. We understand that we are the main cause of pollution. The world is shifting towards green and slow living. There is a deep longing for nature, a day out in a fairy-tale countryside landscape, enjoying a romantic picknick or some hiking holidays in genuine nature with lakes, rivers and mountains. Home-gardening is also an option!

Green Living provides an effective measure against global warming; choices for a greener and lighter living are possible with new materials, less logistical costs and new visions of consuming. Buying utilities in small neighbourhood shops is a green service to the region, too.

The choice of hues, Apricot and Saffron, Basil, Mint-Green, Jasper-Blue and Castlerock-Grey reflects the bittersweet yearning for a green feeling. "Cottage-core" is booming. Macramé, basketry and wood, nice plants and cosy furniture in the living-room enhance the resort-feeling. Photographic wallpaper showing landscapes or nature topics take travel sensations home. A bathroom decorated with stone and woods displays yoga-resort functionality. We buy recycled glass and focus on reusable items of lasting quality. Kitchen is not just for cooking! Eating healthy and consciously has already become an online favourite. Cooking-photography and posting is in. Kitchen appliances and cookware are the new online-stars requiring homey and photogenic cuisines for sitting, staying and displaying.



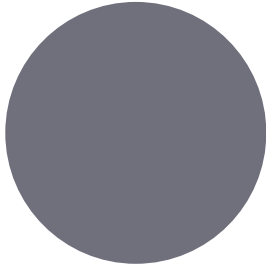




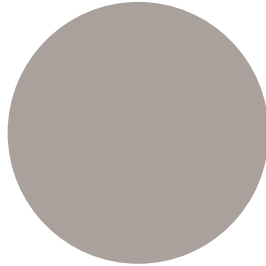




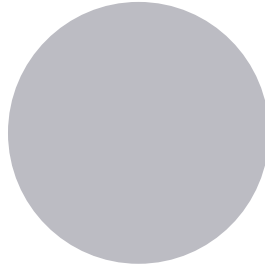
GOLDEN HOURS



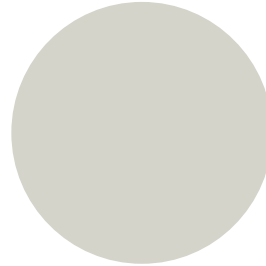
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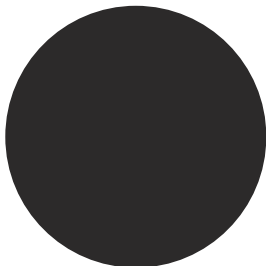
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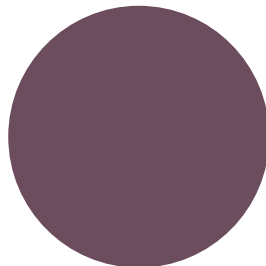
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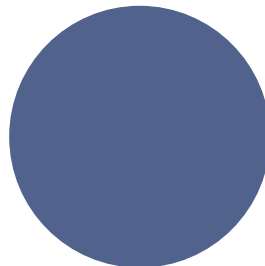
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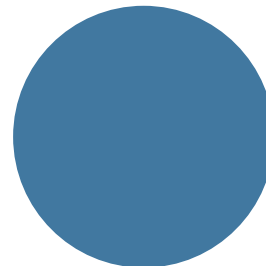
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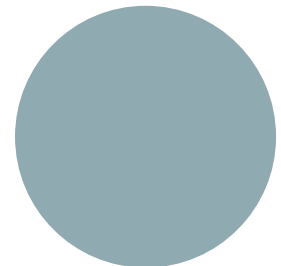
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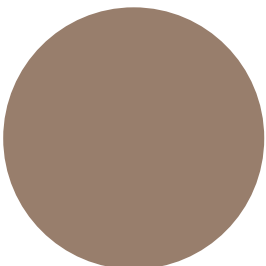
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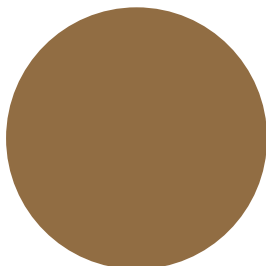
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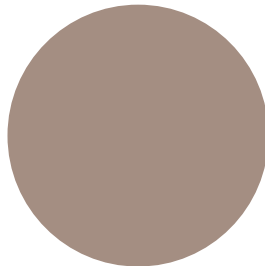
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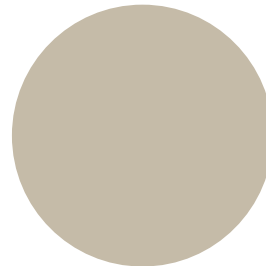
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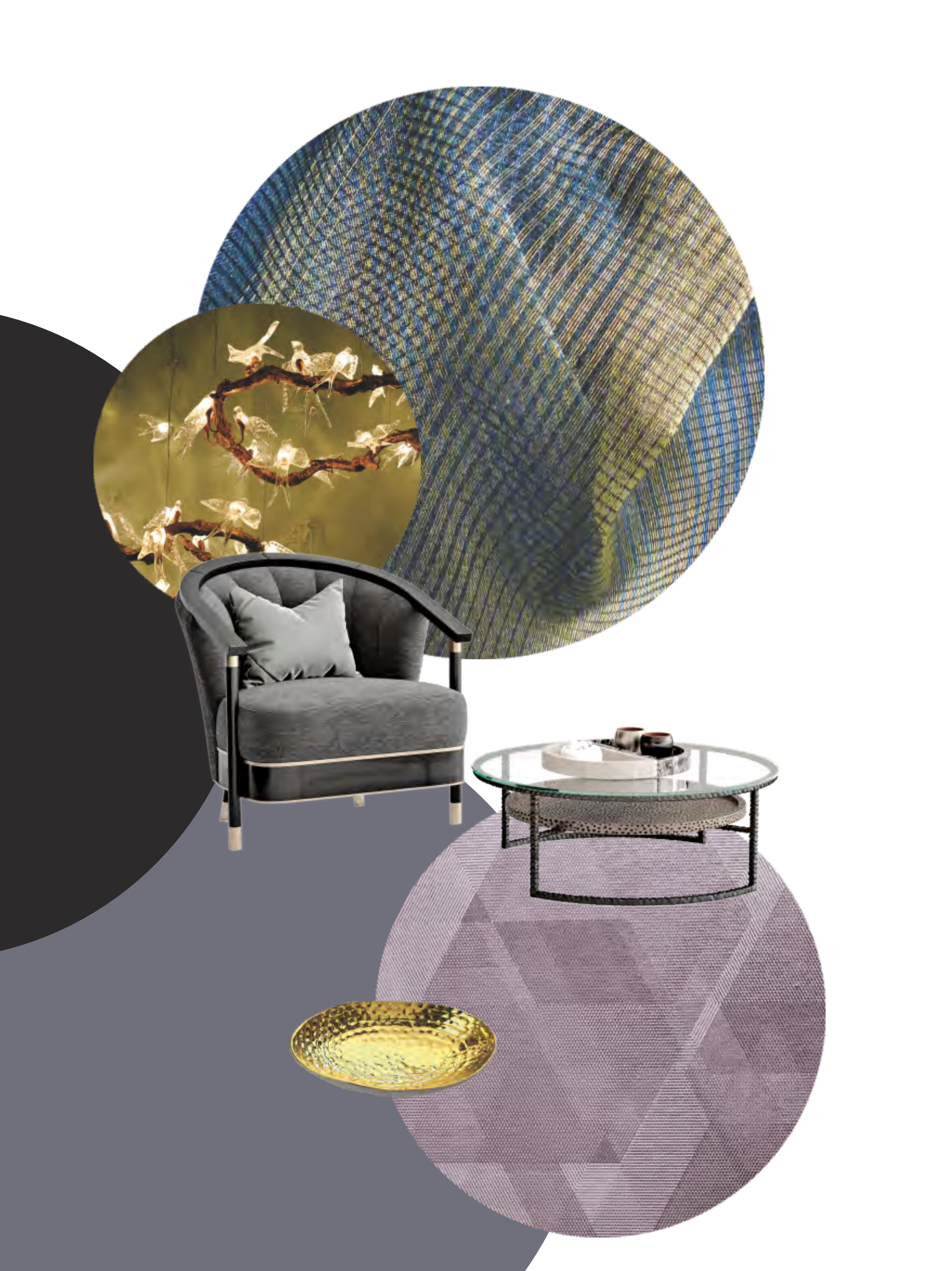
Golden Brown
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Tannin
Pantone® 17-1320 TPX



Smoke Gray
Pantone® 14-1209 TPX



GOLDEN HOURS

We want to protect, support and love people in our reach - a higher responsibility for others is taking over. People working in safe and healthy working conditions make us feel good. Their products are genuine products. Lasting values are getting great importance: ethical values as well as gold reserves. We love timeless object collections, no experimental uncertainties. Luxury and sustainability will create a joint future in the coming years. The way we spend our money casts a vote for the world we wish for.

The eye rests on golden patina shapes, natural sober hues and lustrous shiny colours of high-end mosaics. Smoked-Pearl or Moonstruck-Greys are combined with Gold and Fayence-Blue, as well as Crushed-Violet and Java-Black. Difficult jobs in home-office are easier to be accomplished in a luxurious, cosy surrounding. A bathroom with spa-qualities allows regeneration and relaxing in opulence.

With an increasingly sedentary lifestyle, health and fitness become vital topics. They are sustainably mastered through indicated health-food programs and sportive activities provided by digital fitness-clubs with aid of wrist watches and other fitness gadgets. Feeling safe in a hotel-like surrounding allows us to retreat from the outer world. Eating outdoors may not be wanted, so home cooking is absolute high-end in a technically perfected kitchen, modern and elegant under highest hygiene standards – with technical gadgets in carefully arranged storage systems. Eyecatchers are retro water-boilers or fridges, bold whisky glasses and golden kitchen equipment.









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