

Nigel Carrier, Clarion Retail's Creative Director forecasts the hottest trends for 2008

After another successful Top Drawer Spring, the 2008 gift-buying calendar has got off to a flying start, with retailers more determined than ever to brush off any rumblings of a slowdown, and ensure they stay a step ahead of the game by tapping into next season's trends today. Clarion Retail's Creative Director and trends guru, Nigel Carrier, shares his expert insight and forecasts the hottest trends for 2008.



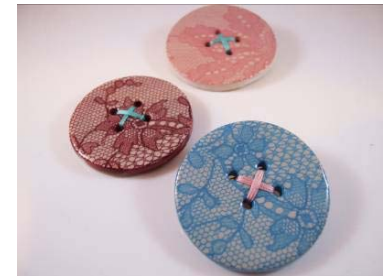
Nigel Carrier

Nigel Carrier comments: "Having a feeling for upcoming trends is crucial to the success of any retailer. Clarion Retail is committed to giving its visitors an inside track into the latest styles with innovative features such as Top Drawer Spring's Colour Trends feature with Mix Future Interiors this year. We are now looking forward to Pulse 2008 where we will again create an innovative and inspirational show."

TREND REPORT

BRIGHT COLOURS

Nigel says that bright colours will be big for 2008: sports colours; rainbow colours; blocks of colour; and coloured accessories set against neutrals such as greys, grey/brown and pale blue. Nigel predicts that "colour combinations such as bright yellow with grey, or cranberry with soft blue will be strong this year".



Laura Walker

CEREMONIES

Ceremonies and occasions have always been key to the gift buying market, and Nigel predicts that they will continue to grow in importance: "In addition to the traditional ceremonies of Christmas and Easter, romantic occasions are increasingly key: Weddings represent a huge market and Valentine's Day can be the second biggest retail event of the year". Nigel explains that "part of the reason is a sense of continuity in a changing world". From greeting cards, to fashion accessories and food gifts, these occasions span through the entire gift market. Nigel also adds that "the whole world of glamour and romance is very important to our industry and there is great product coming through."



Baskerville and Saunders

ECO-PRODUCTS

One of Nigel's strongest beliefs is that Eco friendly products are here to stay: "Ecologically sound products and packaging are more than a trend, they signify a permanent change in consumer attitudes and loyalty. It's important that claims to sustainability are well researched and genuine". For this very reason, Clarion Retail have incorporated an Eco-Trail into Top Drawer and Pulse and are delighted to have retained eco-expert, TV presenter and architect, Oliver Heath, to identify the companies who merit inclusion.



Solitaire

QUALITY

Nigel says that quality will become an increasingly important issue. "After a decade of price driven product shoppers are becoming savvier, with consumers becoming increasingly interested in product longevity and finding something more individual." Undoubtedly this trend is great news for independent retailers and designers.



Bloom Bronz



Hannah Nunn

SHAPES

Shapes are changing, as Nigel comments, "for years square, rectangular and circular forms have been pre-eminent, such as clumpy heavy tables and shelving systems. Look again at shapes that have not been used for a long time – oval forms will be important, with lighter, elegant styles seeing a revival".

Nigel predicts that 2008 "is going to be an exciting year with a good crop of new companies and products. The market has never been more complex and multi-layered with many styles working simultaneously". For your next chance to see the latest styles and trends, make sure that you head to Pulse, 1 – 3 June, and surround yourself with thousands of new products and ideas to top-up your stock and kick-start your Christmas season.

ENDS

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For further press information or images, or to arrange an interview with Nigel Carrier please contact Julia Jerzycka, Debbie Coxon or Sylvia Palamoudian at Focus PR on 020 7845 6600
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Home & Gift: 13-16 July 2008 - www.homeandgift.co.uk

Top Drawer Autumn: 14-16 September 2008 - www.topdrawerautumn.com

