

Designer lists 10 major trends

Daniel E. Clancy, of Hudson's home furnishings department, was the featured speaker at the Home Furnishings conference in New York earlier this year.

In his talk, he listed 10 major trends for the future.

1. LIVING SPACE BETTER UTILIZED — Home computers will lessen the responsibilities of running a home and at the same time become indispensable due to their energy saving capabilities. Cleaning, cooling, heating and lighting a home will all become less of a chore and more economical with home computers. Home entertainment centers, complete with video equipment, film and television libraries of video-tape cassettes, are in the immediate future. A bit further ahead are the arrival of the daily newspaper via the video screen and ordering groceries and making restaurant reservations by video screen.

2. COLOR CONSCIOUSNESS DEVELOPS — Americans will become increasingly more conscious of colors and adept at working with them. Pastels will be news into the early '80s followed by the onslaught of rich, dark colors making bold and handsome statements. Warmer pastels will be the most popular. Whites will become increasingly important so textiles will have more texture and surface interest.

Black will emerge as a commonly accepted basic and the emphasis of shades of red will continue into the early '80s. Green will reemerge and the new greens will be more pure and on the blue side. With new color awareness, consumers will demand more color choices in home furnishings.

3. TREND TOWARD ECCLECTICISM CONTINUES — Eclecticism is a major ingredient of the new American style and it will become common place in

the early '80s as consumers mix and match with confidence.

4. SELF-EXPRESSION WILL EMERGE — The present 30s generation are an enlightened group of consumers and they will be doing a large part of the home furnishing purchasing in the next decade. They are receptive to fashion and like expressing their own, individual lifestyle.

5. QUALITY CONTROLS CHOICES — Flash, fads, frills and planned obsolescence are on the way out. Today's consumer is quality-oriented. Time-tested standards of design are safe in a world of escalating inflation. Conservation will continue throughout the '80s. Americans are being forced to adopt European buying attitudes by buying fewer but better goods.

6. AMERICAN STYLE COMES INTO ITS OWN — It will emerge as the most important trend of the next decade. It is happening already here

and in Europe as the preppy and classic American western looks hit the runways.

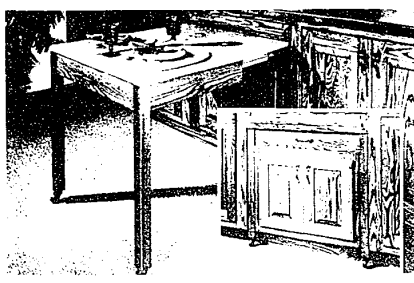
7. NEW ARTS AND CRAFTS MOVEMENT WILL FLOURISH — Even the home furnishings magazines feature American arts and crafts. Retailers are now eager to promote a fresh American look they view as very saleable.

8. DEPARTMENT STORES WILL SHARPEN APPROACH — The survival of the department store in the '80s will depend on its reputation to be in stock on fashionable merchandise that is value oriented. In Detroit, specialty stores represent the biggest competition.

9. LIFESTYLE MOVEMENT WILL GROW — The acceptance of the "better idea" approach has proved there is an ever growing market for well designed, popular priced merchandise.

10. FANTASY FULFILLMENT FLOWERS — Living out fantasies whether it's having an all-white goose

down comforter, a hand woven Oriental rug or antique porcelains in the home is a trend of the '80s.



Saving space

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