CONSUMER BUZZ

Texture is King, Red is Rad

TODAY'S HOTTEST home decor looks are taking the wildly popular "eclectic" trend to the next level, cleverly mixing touch and texture, style and pattern to pique shoppers' interest. Look to the latest introductions from the Spring 2002 International Home Furnishings Market, held in High Point, North Carolina, to see what's coming to gardens and garden decor.

Colors dominating home fashion this season are warm: brick reds, terracottas, rusts, salmons, raspberries, cranberries, as well as bright: primary reds, lime greens.

Following the events of last fall, consumers are looking to the past for comfort. The '70s buzzword "cocooning" has become "nesting" or "comfort-seeking" in the 21st century. In home fashion, this is revealed in '70s styles: hand crocheted fabrics, chenilles, velvets, beading, and naïve and fun patterns, such as



French provincial style came out at many manufacturers in bold florals and painted wood pieces.

Red reigns in home decorating this season, as seen in Norwalk Furniture's Lorenzo sofa.

the unbalanced, mini, skinny stripes fashion designer Kate Spade made famous.

As part of consumers' reawakened love for the red, white and blue, observant home furnishings shoppers definitely will see red this season, in every application imag-

inable. Shades tend toward true, bright, primary reds, as well as rusts, terracottas and bright salmons. At market, designers used red tones on everything from cotton twill sofa fabrics and raw silks on accent pillows to red leather-covered trunks and heavy brocades and tapestries on settees.

In the search for comfort, touch and texture are king, and microfibers are holding court. Faux leather and suede, in the form of microfiber fabrics, were featured attractions. These durable, new fabrics are offered in a select range of colors, including standard neutrals, pastels and jewel tones. Manufacturers have produced the microfibers precisely to meet consumers' latest demand for durability and value. The faux leather and suede give any room a rich, up-to-date look, and stand up to bouncing kids and

spilled drinks.

As comebacks go, this is one of the best: The popular mission style is reinvented as arts and crafts. Frank Lloyd Wright designs and classic '20s architecture complement straight lines and classic plank styles. Oak solids and veneers lead this look, as evidenced in Universal's new Prairie Village collec-



I photos: Jeli A. Shrw

Tommy Bahamarinspired style, complete with palm tress, wicker and rattan, brings the outdoors in.

tion, which mixes both, accented with an appealing "x" pattern.

For a lighter look, take a quick trip through the French countryside with French provincial style, seen on everything from upholstery and occasional pieces to bedroom and dining furniture. Painted white pieces were a big part of this style, as were oversized, heavily detailed pieces with Louis XVI styling. Universal's new Grand Chateau collection, featuring an eight-leg table that expands up to 106 in., with leaf and gold tipping on all pieces, is a great example. In addition, designer Joe Ruggiero's showroom at Norwalk Furniture included a variation on this trend, which he dubbed the Swedish country look. The collection featured light country blue and white and was accented with dark wood pieces.

Back stateside, the Tommy Bahama look is all the rage, with large tropicalprint fabrics paired with wicker and rattan. Light woods, cane backs and glasstopped occasional tables with woven inserts characterize this light, airy look. Fabrics are in subdued beiges, taupes, off-whites, olives and sage greens.

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