

ANDM (AT HIGH POINT MARKET) **RE**

(formerly DesignOnHPMKT/International Market Centers)

TRENDWATCH

FALL 2023



INTRODUCTION

ANDMORE created the very popular and highly successful TrendWatch program to raise awareness of global interior design trends and products available at High Point Market.

In preparation for Spring High Point Market, we invite you to submit products for inclusion in this exciting and unique program.

PUBLICITY

The selected products are showcased via a webinar scheduled for Wednesday, October 4, 1:00pm-2:00pm EDT, a digital flipbook and select products will be featured in two onsite product displays. Products selected for the displays will be contacted with shipping information.

ANDMORE provides the following marketing support and exposure designed to drive buyer traffic to showrooms of the companies participating in the TrendWatch program:

- Email blasts to 50,000+ retailers and designers prior to Market
- Product signage at each display with exhibitor name and showroom location
- Exposure on social media channels: Instagram, Facebook

EVENTS

TrendWatch Returns this Fall with a look ahead at leading trends!

TrendWatch Fall 2023: Live at Market! Seminar

Saturday, October 13, 12:00pm-1:00pm EDT

DesignOn HPMKT by ANDMORE's bi-annual TrendWatch presentation returns this fall with a products-packed forecast comprised of leading trends shaping the home furnishings industry. Learn about the Fall 2023 two-themed program — “Brights & White and Middle Ground”; trends forecaster and curator Julie Smith Vincenti, Nine Muses Media, inspires for the year ahead. Presented by ANDMORE at High Point Market. (1 CEU) Register to attend at <https://www.highpointmarketandmore.com/webinars-and-events/>

TrendWatch Fall 2023 Tour

Monday, October 16, 2:30pm-3:30pm EDT

Casual and interactive, this event allows High Point Market attendees to get up-close to the product-packed TrendWatch displays. Join home furnishings trend forecaster, creative director, and TrendWatch curator Julie Smith Vincenti, Nine Muses Media, for an itinerary that moves from the Suites at Market Square to the IHFC Green Lobby and a handful of points in between. Presented by ANDMORE at High Point Market. Register to attend: <http://www.imchighpointmarket.com/webinars-and-events/>

SUBMISSION PROCESS

All ANDMORE tenants and exhibitors are encouraged to submit products for consideration.

This program is offered exclusively to tenants and exhibitors in ANDMORE buildings.

There is no cost to participate.

A jury will determine the final assortment of products selected for the TrendWatch program.

Not all products submitted can be included in the program.

ANDMORE reserves the right to use all submissions in marketing, promotions, social media, and collateral.

The **deadline** to submit images for consideration:

August 30, 2023

Winners will be notified via email:

September 6 - 12, 2023

*** Please use [WeTransfer.com](https://www.wetransfer.com) or a [Dropbox link](#) to upload and submit your product photos along with the required contact and descriptions & specifications document to trendwatch@andmore.com ***

TREND 1: BRIGHTS & WHITE



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TrendWatch closes out 2023 with a two-part color presentation that alternates between feel-good mid-tones and confident brights. Equal measures of furniture and decorative accessories, along with stand-out light fixtures dazzling from above, this season's "Brights & White and Middle Range" is presented against a backdrop of chic and warm neutrals.

Color and texture lend livability and luxe vibes to modern, chic interiors. Enter **BRIGHTS & WHITE**, a modern space adorned with tech colors, AI-inspired textures, and patterns that appear abstract and perhaps even otherworldly. Circular forms, sculptural qualities, softened edges, and inviting curves draw the eye and encourage exploration ... like high-tech trompe l'oeil you want to touch to appreciate.

WHAT TO SEND:

- Dining furniture that showcases modern shapes, especially tables with glass or stone tops.
- Upholstery in white, brights, or black fabrics and leather.
- Finishes: white, natural, and upscale metallic finishes. Bright colors, as if illuminated on a high-def screen.
- Stand-out light fixtures featuring gold finishes.
- Decorative accessories with wild patterns, unexpected forms, and touch-me textures.

TREND 2: MIDDLE GROUND



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MIDDLE GROUND, meanwhile, is the latest chapter in one of home furnishings most compelling stories: the staying power of pastels. This latest installment, with a cast of characters that spans the color wheel from pinks and peach to water blues and happy purples, is as charming, dynamic, and upbeat as the attractive couple in a heart-warming meet cute.

WHAT TO SEND:

- Warm wood finishes — think sand, caramel, lion's mane.
- Upholstery in warm neutrals.
- Color cues: upbeat pinks, purples, and blues, with accents of yellow and orangish-brown hues ... think fresh and tempting colors that recall ripe stone fruit, butternut squash, butterscotch, or almond flour.
- Matte finishes reign in MIDDLE GROUND.