# Trending Now

Seasonaf 2021



In times of chaos there is a necessary need for nostalgia and comfort. Consumers want familiar patterns, material, and colors that remind them of childhood memories.

# New Traditions

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## Nostalgia Culture





### Home-spun Delights







# Heirlooms and passed-down traditions















Looking for reasons to gather and celebrate after so long apart, consumers are drawn to traditions that provide memorable and meaningful experiences.





#### The importance of passing down ritual and traditions to future generations.



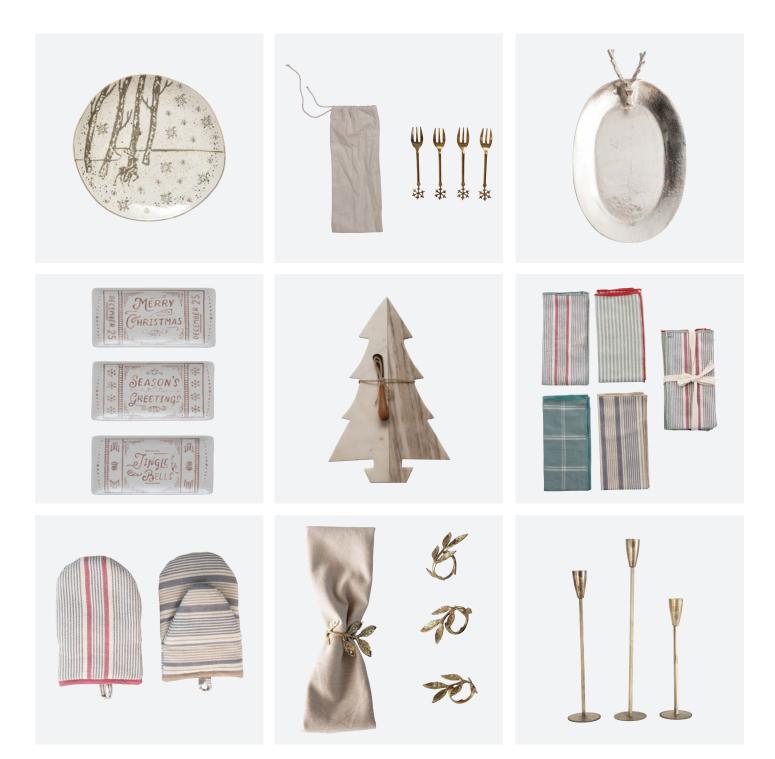
# Joy of Cooking

Discovering the joy of gathering in the kitchen and at the table.

### At home adventures

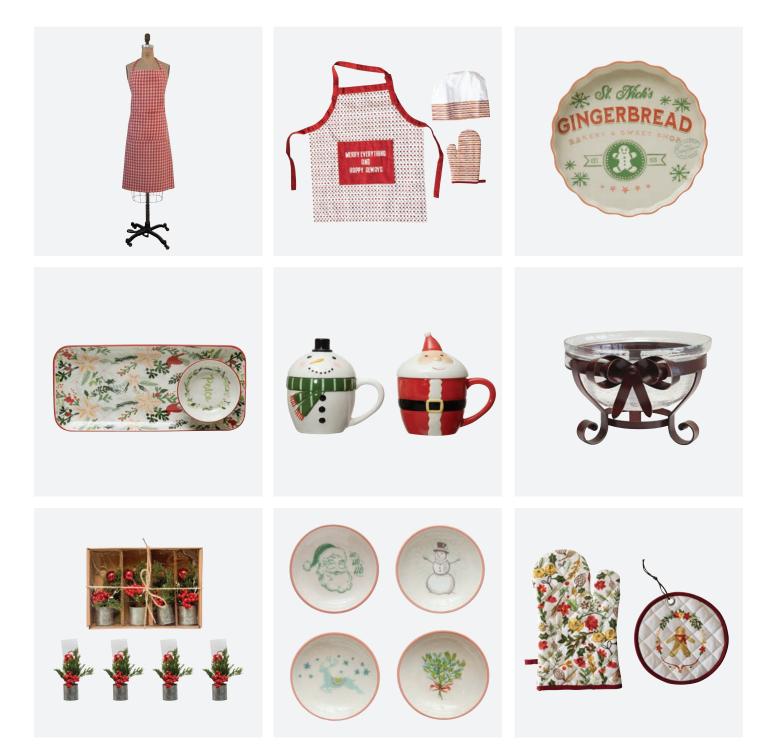


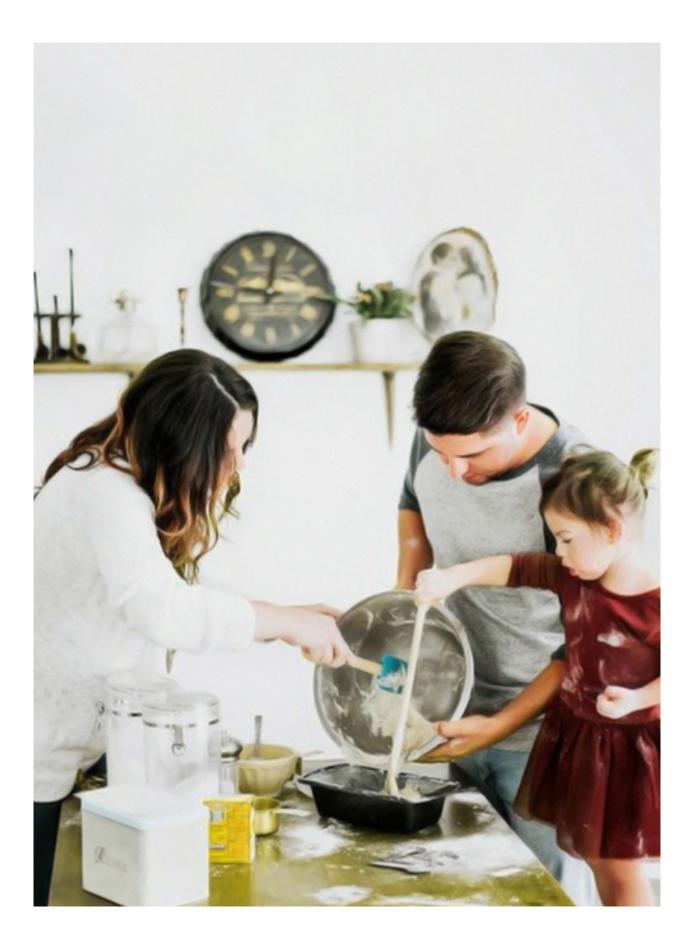
# Simple Traditions





## Slow Comforts







# Cozy up in the kitchen!















Create lasting family ties baking, cooking, breaking bread.





To gather as a family unit. Around the tradition of creating the meal.



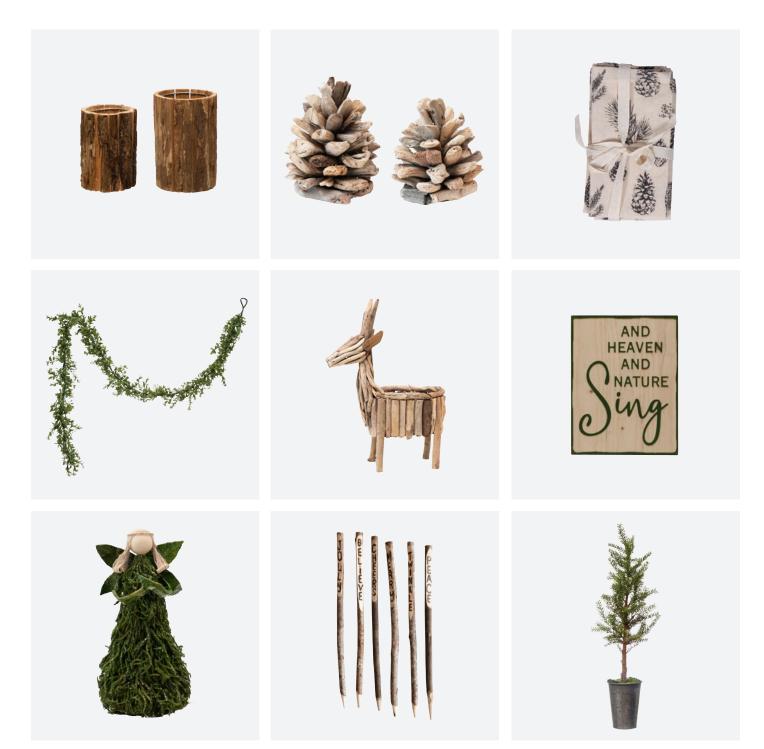
# Craving Nature

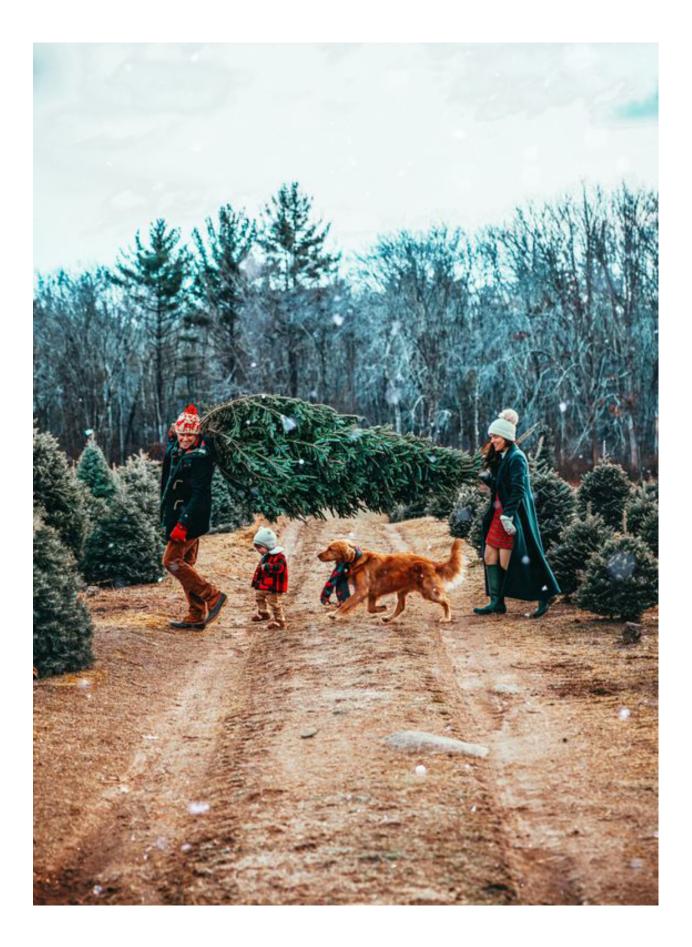
Nature is an emotionally grounding force.

# Bring the outside in, and celebrate!

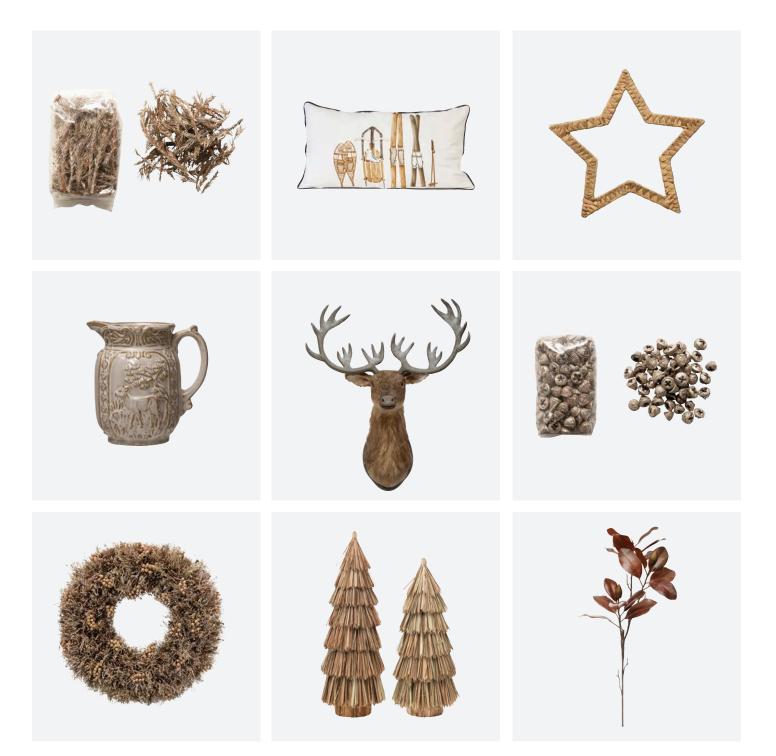


# Find Joy Everywhere





## Leave the Road, Take the Trails







# Simple Gatherings













Winter is not a season, it's a celebration.





Slower pace has reinstated a sense of gratitude and togetherness that we can no longer live without. Happy and humbled nature is our new favorite caretaker.



# Thoughtful Choices

Curating seasonal items that bring a sense of long-lasting tradition and true joy.

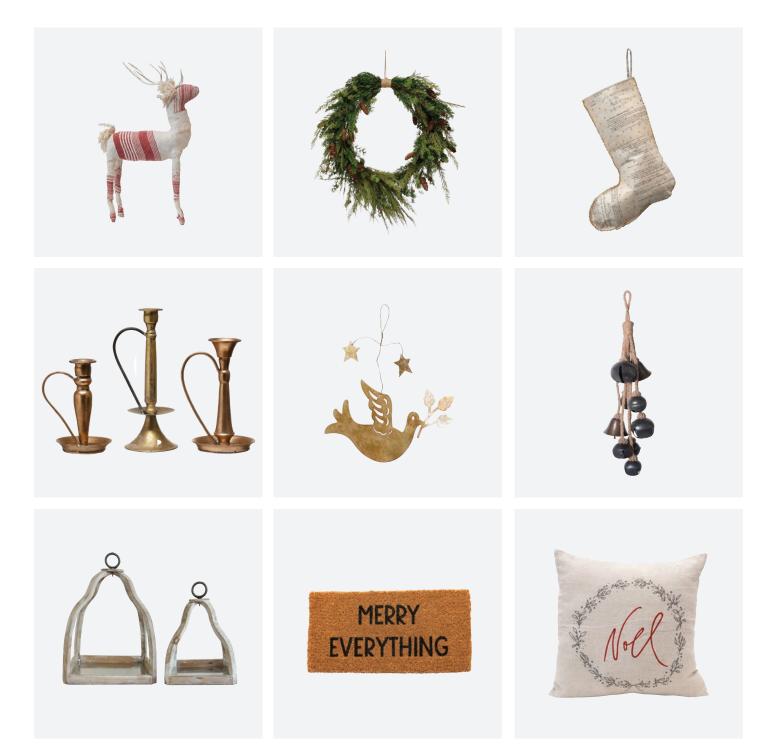


# Meaningful is Better





### Intentional Eclectic Items



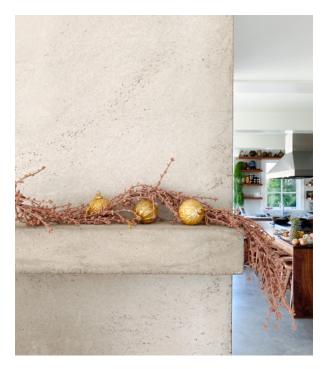




People are not buying to buy today. They are willing to pay more for the right items...price points are shifting.















Traditional items used in unexpected way...makes the most simple feel modern.





Decorating for the seasons... with items that fit into your interior style...bold but curated...



### Notes





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