



INTERNATIONAL
MARKET CENTERS

TrendWatch
High Point Market
Fall 2020

INTRODUCTION

TREND WATCH FALL2020

International Market Centers 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 Fall High Point Market, we invite you to submit products for inclusion in this exciting and unique program.

Showcase your product to tens of thousands of buyers at Market!

The selected products are showcased via a three-part webinar series and digital flipbooks.

IMC 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: Pinterest, Facebook, Instagram, etc.
- Opportunity for ads in these national trade publications:

FURNITURE TODAY

HOME
ACCENTS
TODAY

HFN

Retailer NOW
INSIGHTS FOR TODAY'S HOME FURNISHINGS PROFESSIONAL

gifts
and dec

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

This program is offered exclusively to tenants and exhibitors in IMC 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.
- IMC reserves the right to use all submissions in marketing, promotions, social media, and collateral.

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

September 4, 2020

Winners will be notified via email:

September 9-11, 2020

Please use [WeTransfer.com](https://www.wetransfer.com) to upload and submit your product photos along with the required contact and descriptions & specifications document to stalley@imcenters.com.

Or send a Dropbox link to stalley@imcenters.com

TREND 1: TOUCH POINTS



- Uncertainty creates longing ... longing for familiarity, exploration, momentum, and progress. In TrendWatch's TOUCH POINTS, tactility satisfies the senses, evokes positive memories, and awakens imagination. Vivid, earthy, and savory hues such as stone, clay, and sand; lush, ripen landscapes; tempting waters; exotic cuisine; patterned tiles and architectural details; cherished artifacts; unique accents; soothing and natural finishes; lustrous effects ... these elements come together to define TOUCH POINTS, where experience and (at times) wistful nostalgia are shaping the next chapter in personal expression.
- **What to send:** Casegoods, accent furniture, decorative accessories, area rugs, lighting, and textiles, all of which feature noteworthy finishes, materials, construction, and/or artisan techniques. Emphasis is on texture and tactility first, then pattern and/or hue. Special focus on refined natural finishes; stone and/or glass accents; brushed finishes; high-low pile; pleating and other tailored effects; dimensional surfaces; and geometric shapes. Tactility and a sense of soothing softness rule in TrendWatch's TOUCH POINTS presentation.

TREND 2: POD



- Personal space takes on new meaning in current times, as families pivot to home environments for education, earning, and entertainment. Are we working from home, or living at work? POD, a family-focused sanctuary where career and family converge, offers answers. Emphasis is on universality, spacious comfort, and an effortless flow of information. POD presents upholstery, home entertainment, office, bedroom (adult, teen, kids), lighting, and more, with emphasis on curves, comfort-enhancing mechanisms, streamlined surfaces, energetic colors, and mobility.
- **What to send:** Seating, home entertainment, home office, lighting, and accent furniture that's designed for the whole family's use, comfort, and enjoyment. Special focus on curves and soft edges, as well as modular, swivel, recline, and sleeper features. Home entertainment solutions should offer an equal mix of display and storage; meanwhile, home office furniture is scaled for today's work-from-home/study-from-home realities. Neutrals may dominate in POD, but accent colors are purposeful attention-getters. Don't forget to send upbeat and delightful decorative accessories, area rugs, and wall decor.

TREND 3: PROLOGUE



- Millennials span a wide swath that covers early 20s to late 30s. In PROLOGUE, TrendWatch examines the life stages, decision-making, and preferences of the demographic's older subset. Examine this influential group's spin of past, present, and future-focused design to tell the story of modernity circa 2021. Here, classic elements and meaningful functionality exist hand in hand.
- **What to send:** You're in your early 30s, and moving into your first single-family home, furnishing your child's bedroom, or upgrading to a bigger place in the city ... what furnishings are on your must-have list? TrendWatch is looking for products in all categories, but only designs that meld traditional and classic references with modern forms, patterns, and hues make the cut in PROLOGUE.