



INTERNATIONAL  
MARKET CENTERS

# TRENDWATCH

## SPRING 2023



IMMERSION



CONFECTIONS



STUDIO

# INTRODUCTION

## TREND WATCH SPRING 2023

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

The selected products are showcased via a webinar scheduled for Wednesday, April 12, 1:00pm-2:00pm EDT, the onsite seminar Saturday, April 22, 12:00pm-1:00pm EDT, the TrendWatch Tour Monday, April 24, 2:30pm-4:00pm EDT, a digital flipbook and select products will be featured in three onsite product displays. Products selected for the displays will be contacted with shipping information.

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.

## **TrendWatch Arrives With New Sensations For 2023!**

### **TrendWatch Spring 2023: Live at Market! Seminar Saturday, April 22**

12:00 p.m. - 1:00 p.m. EDT

IMC's TrendWatch returns this spring with pace-setting insights for the year ahead. A three-part forecast titled "IMMERSION, CONFECTIONS & STUDIO" provides a framework for this popular Design on HPMKT program; trends forecaster and curator Julie Smith Vincenti, Nine Muses Media, points the way forward. Sponsored by DesignOn HPMKT by IMC. (1 CEU)

### **TrendWatch Spring 2023: Tour Monday, April 24**

2:30 p.m. – 4:00 p.m. 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 and the Showplace Walkway to the IHFC Green Lobby and multiple points in between.

# SUBMISSION PROCESS

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:

March 8, 2023

**Winners** will be notified via email:

March 20 - 21, 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@imcenters.com](mailto:trendwatch@imcenters.com) \*\*\*

# TREND 1: IMMERSION



TrendWatch takes off the constricting headset and enters a different sort of virtual experience this season: multi-sensory immersive shows that stir emotions, evoke place, and travel back in time. Millions of frames of video create high production values: Viewers are bathed in imagery of a Givenchy garden. They trace the oeuvre and anguish of an inimitable artist. Or, they meditate on kaleidoscopic animation that soothes the senses. How do these open space installations migrate to home furnishings? By way of vibrant color and asymmetrical patterns. IMMERSION dazzles with energetic hues, including PANTONE®'s 2023 it-color, Viva Magenta 18-1750; white accents; edgy florals, especially abstract variations; kaleidoscopic effects, especially in wall coverings; curved and/or elongated forms; and lustrous finishes.

## What to send:

- Bright, vibrant colors, including pinks, purples, reds, and blues; products featuring PANTONE®'s Viva Magenta 18-1750
- Textiles presenting edgy florals, especially abstract variations
- Wallcoverings and wall decor showcasing kaleidoscopic and linear effects
- Curvy upholstery, including seating done up in brights and whites
- **Special focus:** Lighting solutions showcasing unique shade solutions and elongated forms; and accessories and textiles with lustrous finishes.

# TREND 2: CONFECTIONS

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# TREND 2: CONFECTIONS

TrendWatch's CONFECTIONS is a veritable sweet shop of satisfying neutrals. Inviting, livable, and confident, the colors are irresistible: sugary nougat, crisp meringue, soft caramel, syrupy butterscotch, and brown sugar. The recipe isn't complete without layered-in accents — enter woven materials and comforting textiles. Add some crunch with accent colors such as chopped hazelnut and roasted chestnut. What's the cherry on top? Bursts of greens — think spring seedlings — and red-cast pinks and purples. Matte finishes are the finishing touch...just like a dusting of confectioners' sugar.

## **What to send:**

- Furniture in all categories, especially dining, bedroom, and accent tables and chairs
- Accents, especially glass and wall decor, in red-cast pinks and spring greens
- Accessories and textiles that play up texture
- Furniture and accessories showing matte finishes

# TREND 3: STUDIO

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The TrendWatch time capsule opens to the 1990s this season with a color-forward story featuring denim blues paired with casual neutrals. Like a favorite pair of jeans, STUDIO is casual, comfortable, and youthful. The range blues spans light washes to dark rinses; furniture is smaller in scale; and handcrafted accessories add charm.

## What to send:

- Home furnishings across all categories in casual neutrals and denim-inspired blues
- Casual motifs, including novelties and linear and/or geometric motifs
- **Special focus:** Leather upholstery, laptop desks, and media consoles