

EASYWAY
PRODUCTS CO.

TREND

magazine

Your source for what's trending in outdoor living

INFLUENTIAL COLORS

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New approaches to consider
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INNOVATIVE IDEAS

The future of design
PAGE 18

EASY WAY'S FIRST TREND MAGAZINE!

NATALIE QUINN
Creative Director

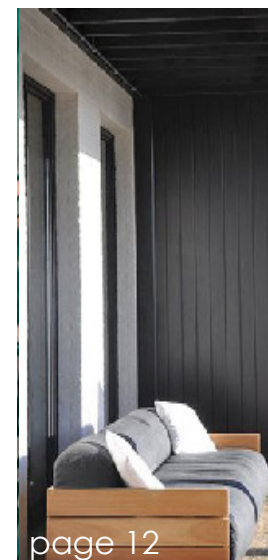


Want to know what's new and what's next in furniture and textiles? We've researched, analyzed and compiled it all for you. In these pages, you will find trends that are cutting edge, as well as those that we feel continue to be influential. As you plan your upcoming lines, I hope some of this will inspire you. Thank you for reading!

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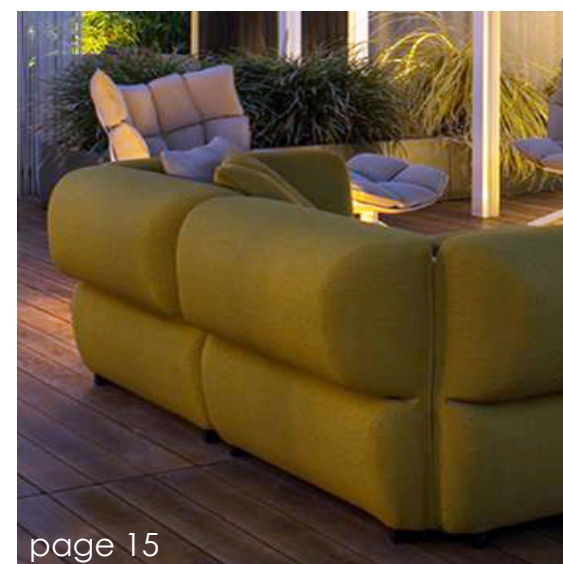
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41 INFLUENTIAL COLORS

Looking to add a dominant neutral to your line besides beige and grey? Want to know 2 colors that will instantly lighten your customers' moods? We have the answers. We share the trending colors that are influential enough to be noticed on their own.

110 COLOR SCHEMES

Eye-catching color palettes that are bound to turn heads. Whether your customer is looking for something insanely vibrant or subtly sophisticated, we've got you covered.

113 SILHOUETTES

What are the shapes of furniture and cushions that are paving the way? We'll show you.

116 DESIGN CONCEPTS

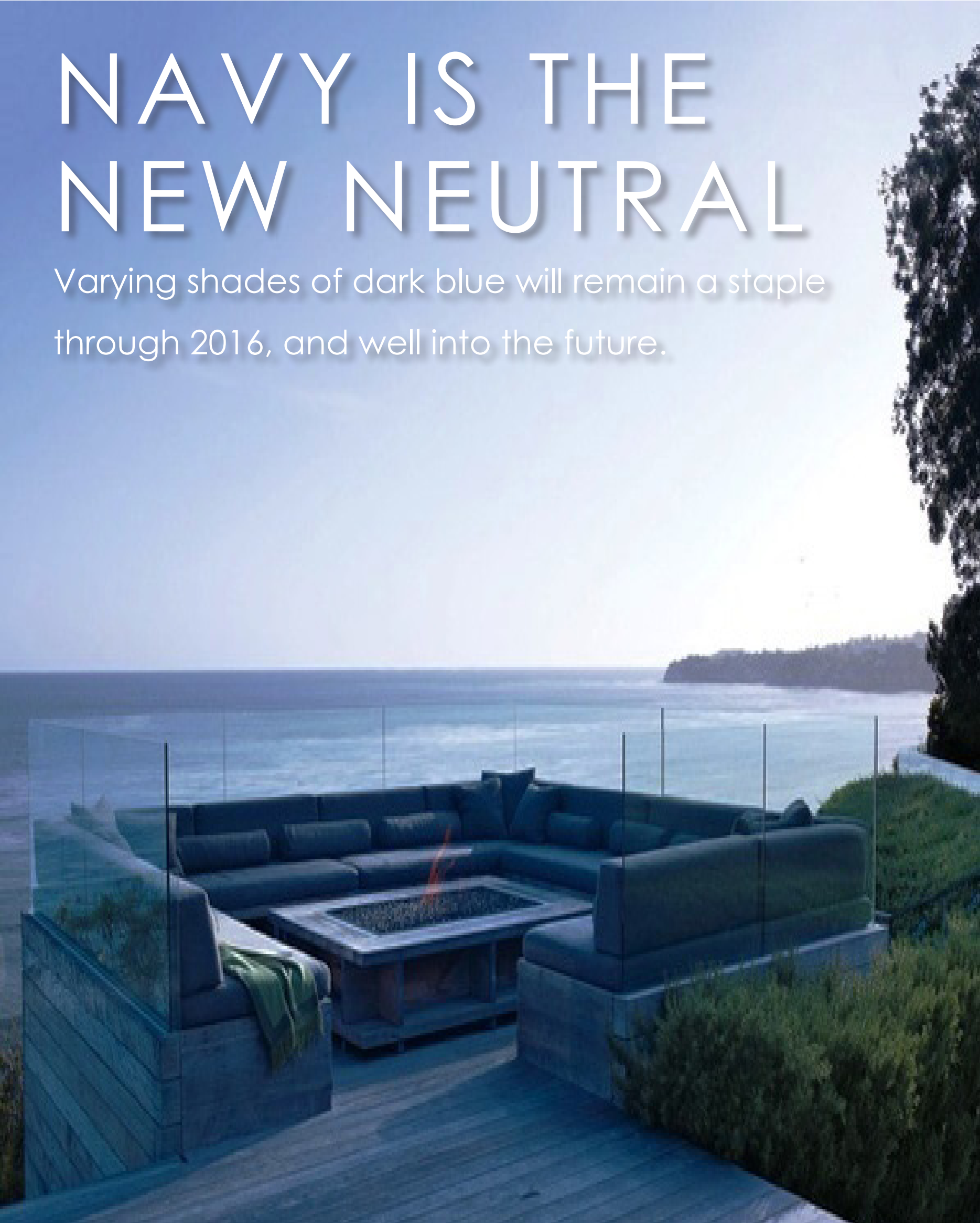
Check out these trending, avant-garde ideas.

118 INNOVATIVE IDEAS

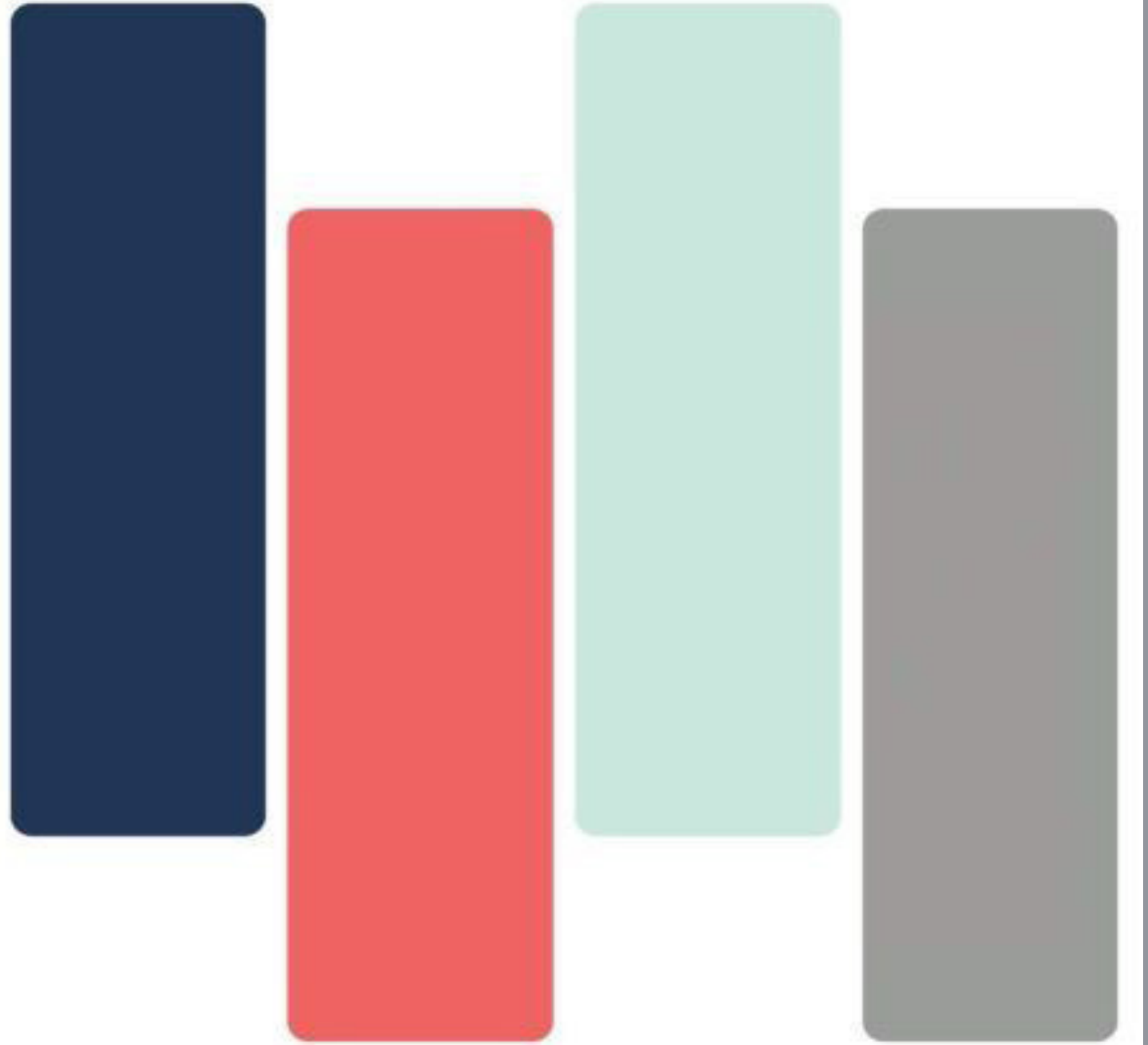
We uncover some forward-thinking concepts that will add a little spice to your life.

NAVY IS THE NEW NEUTRAL

Varying shades of dark blue will remain a staple through 2016, and well into the future.



THIS RICH NEUTRAL BASECOLOR that marries nicely with an array of colors. Pairing it with coral, aqua, gray or cream creates an exciting yet still neutral palette. Adding gold accents elevates this color towards a luxurious look. Keeping it clean and simple with white displays a crisp Nantucket beach vibe.

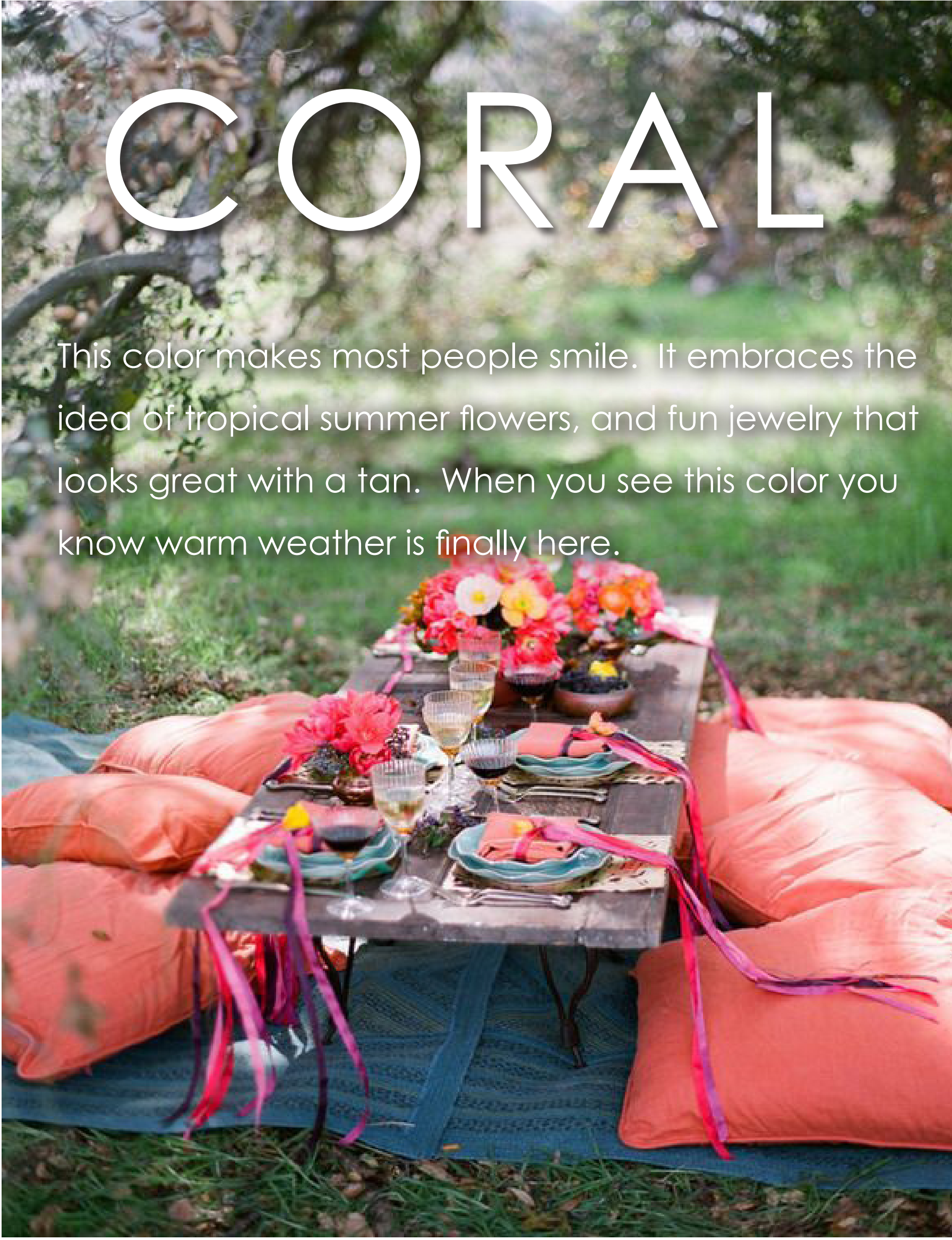


BRIGHT CORAL PILLOWS ARE A GREAT way to add a bold, welcoming punch of color to your outdoor decor. We'll see varying shades, from Hermes' orange to Pantone's Pink Carnation. This color marries extremely well with navy and aqua. To be even more daring, try mixing this color with lime green or black, creating a dramatic effect. We've seen this color before, but due to its recent popularity in fashion and home it's not going away anytime soon. Especially for the outdoor market.



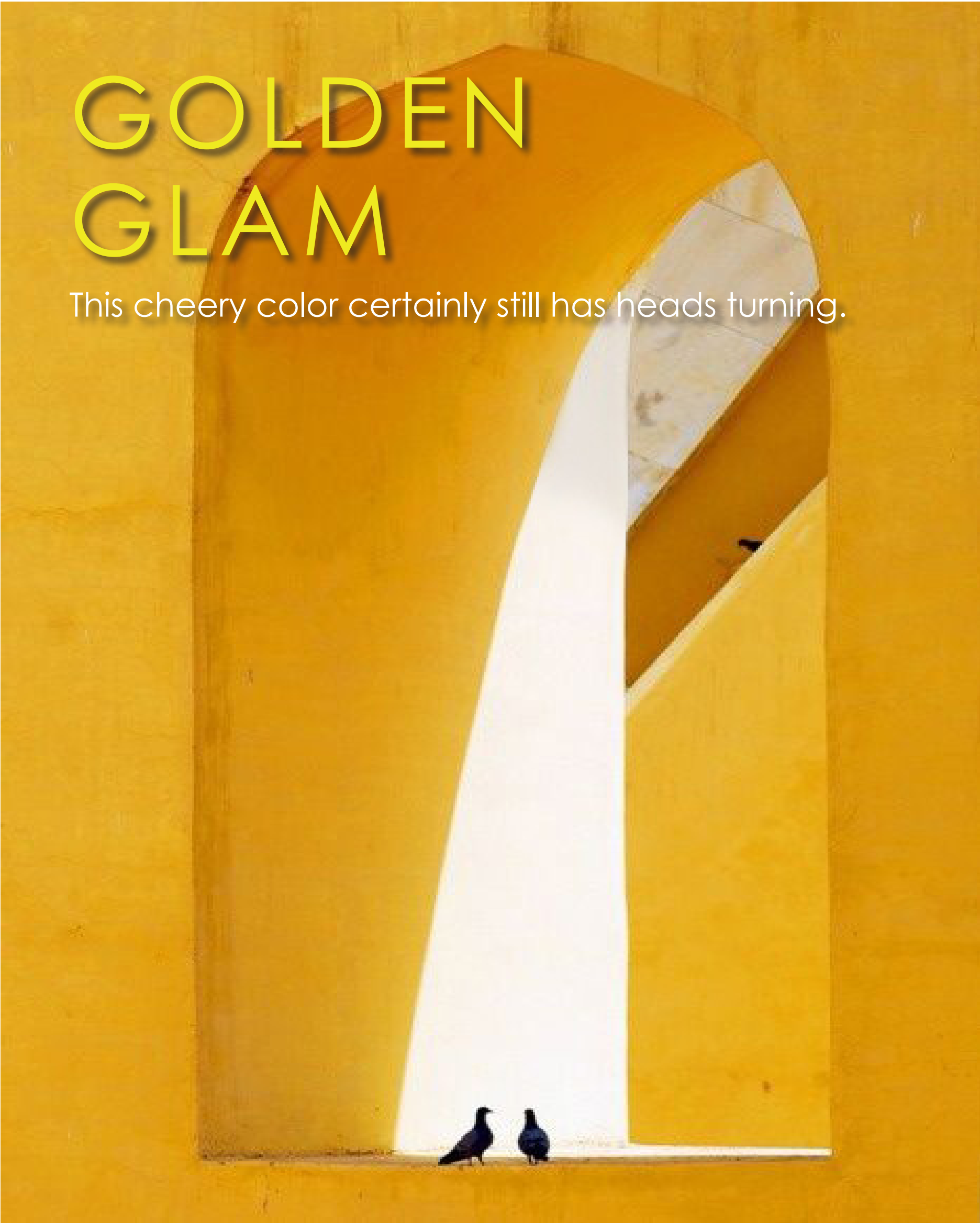
CORAL

This color makes most people smile. It embraces the idea of tropical summer flowers, and fun jewelry that looks great with a tan. When you see this color you know warm weather is finally here.

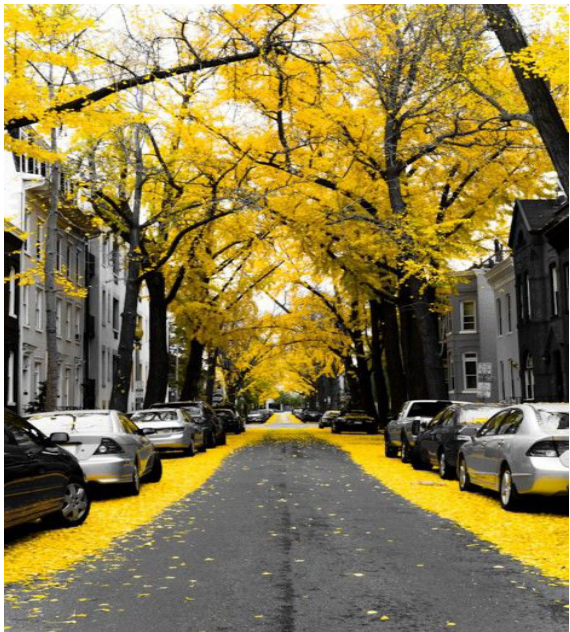


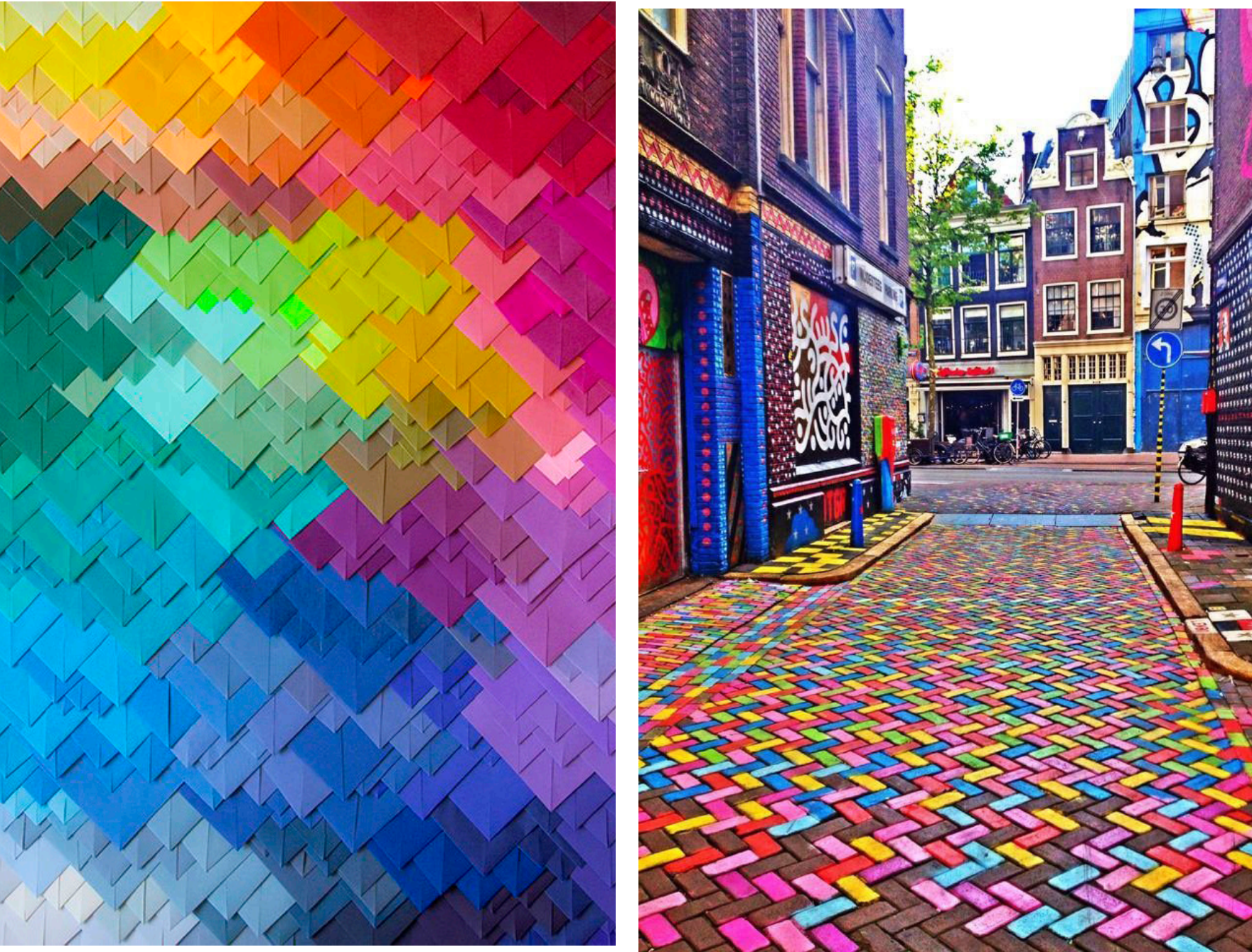
GOLDEN GLAM

This cheery color certainly still has heads turning.



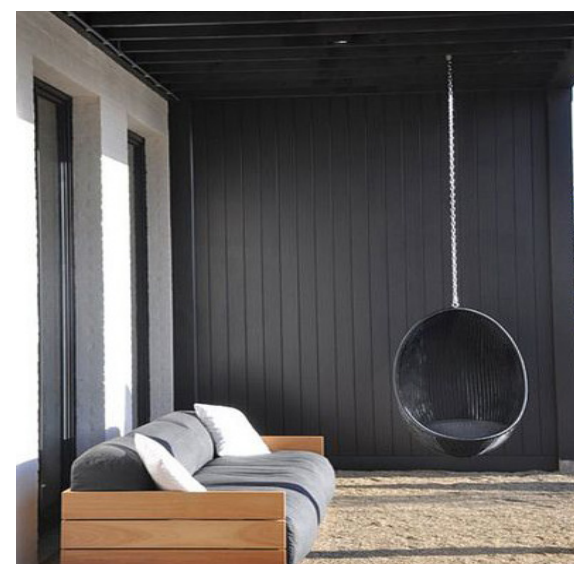
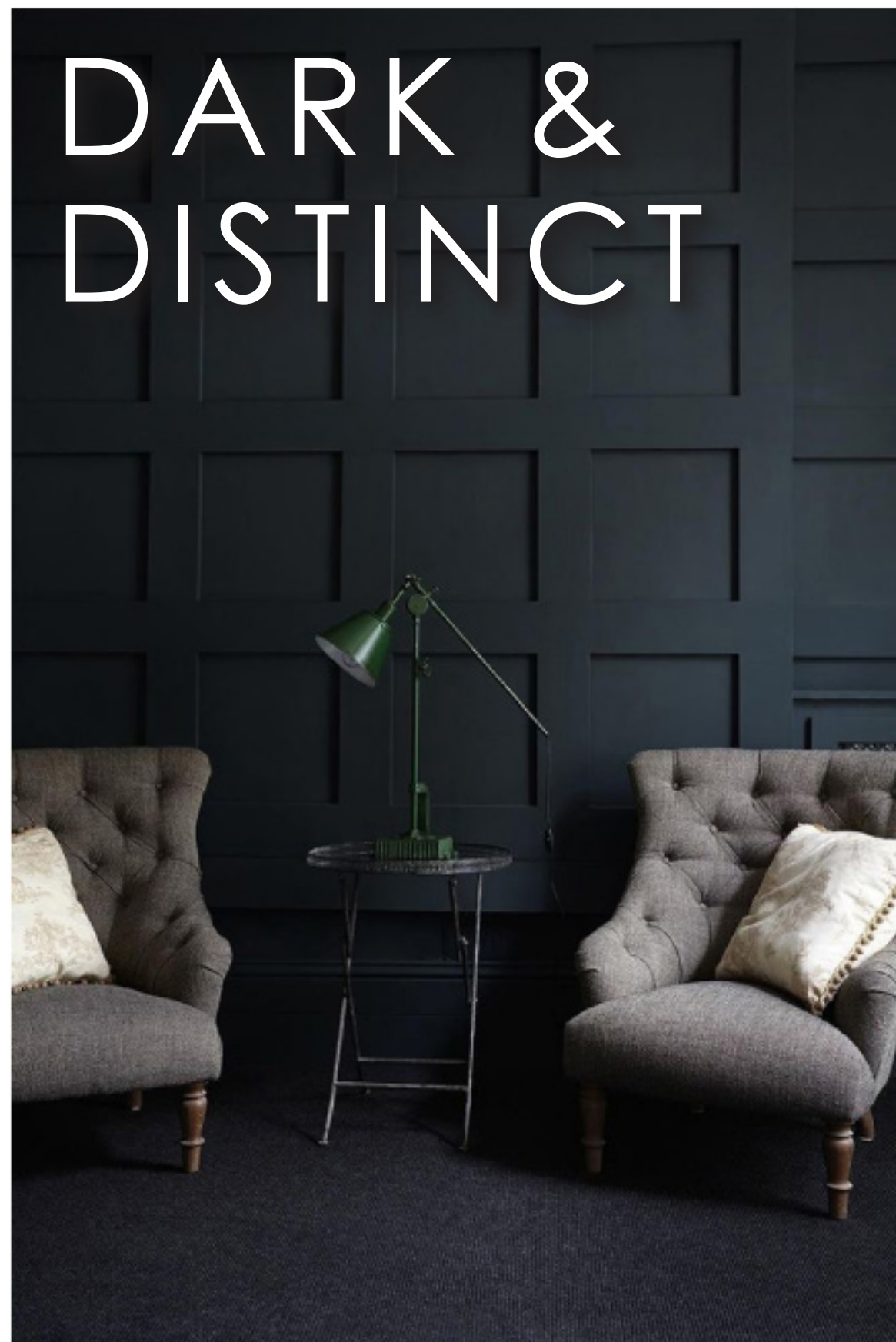
YELLOW TONES CARRY A DRAMATIC SENSE OF BRIGHTNESS WITHIN ANY palette. They work particularly well with neutrals such as gray or navy, which really help balance out the intensity. Yellow can also be combined with aqua for fun, beachy look. We are seeing neon yellow, as well as a more earthy mustard tone. Whatever hue of yellow you choose, it will certainly catch your customers' attention.





FLUORESCENT COLORS ARE HITTING MAINSTREAM AS IF THEY NEVER FADED away. They will appear as vibrant allover statements, or as a way to add a fun accent of color. This trend will be seen in home decor as well as in fashion. These vibrant colors can be paired with neutrals, or with pastels for an unexpected contrast. It's going to be a lively year ahead of us as we continue to see this trend.



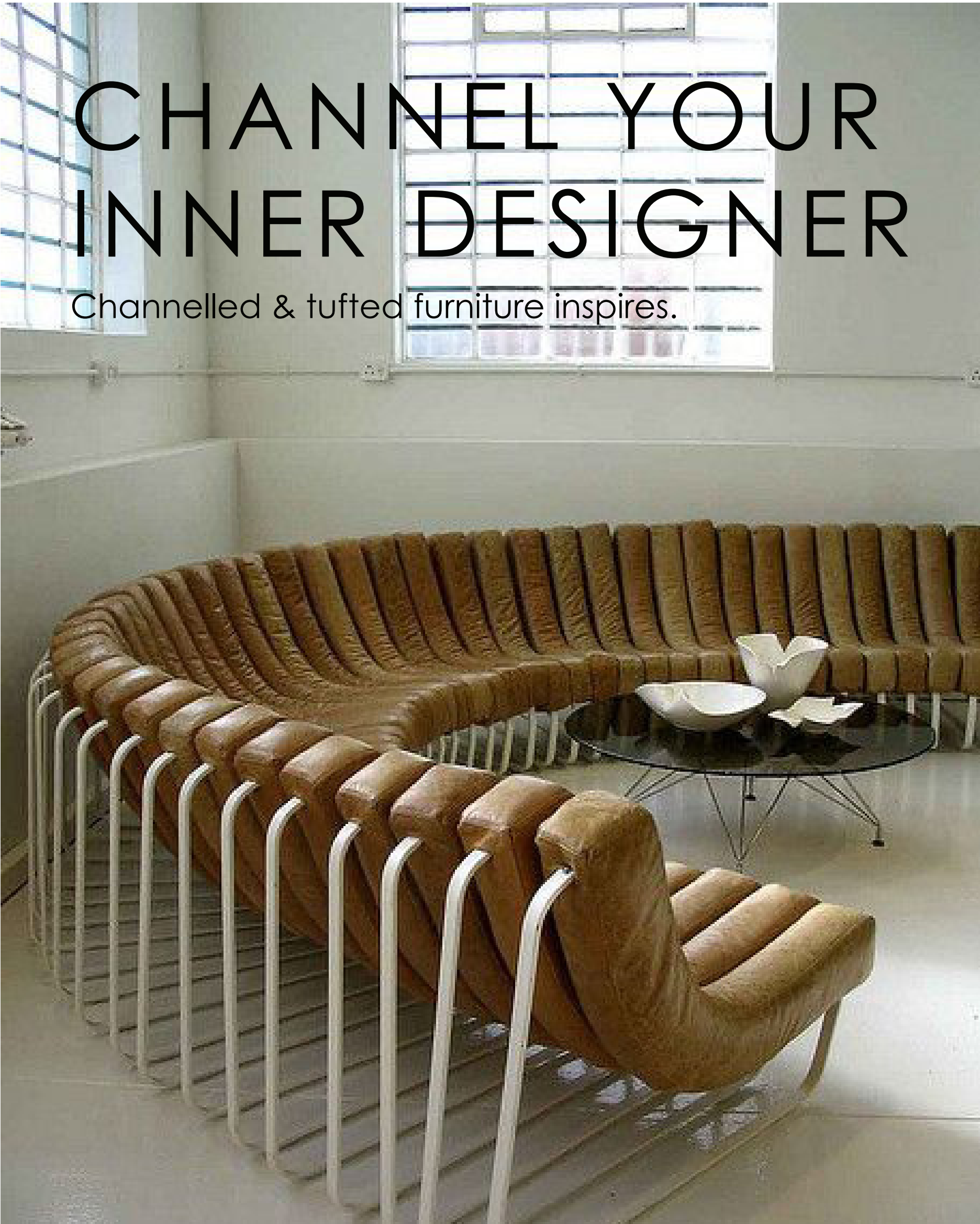


MATTE BLACK IS ANYTHING BUT FLAT. IT IS ALL AT ONCE RICH, SIMPLE, refined, sophisticated, polished and masculine. Adding pure white, various rich textured gray fabrics, wood elements, and hints of classic colors really complete the look.



THE EVER-EVOLVING BEAN BAG. JUST WHEN YOU THOUGHT YOU'D SEEN it all, you see these! Here are some new shapes to take into consideration, and there are more designs in store for 2016. Can't wait to see what's next!





CHANNEL YOUR INNER DESIGNER

Channelled & tufted furniture inspires.



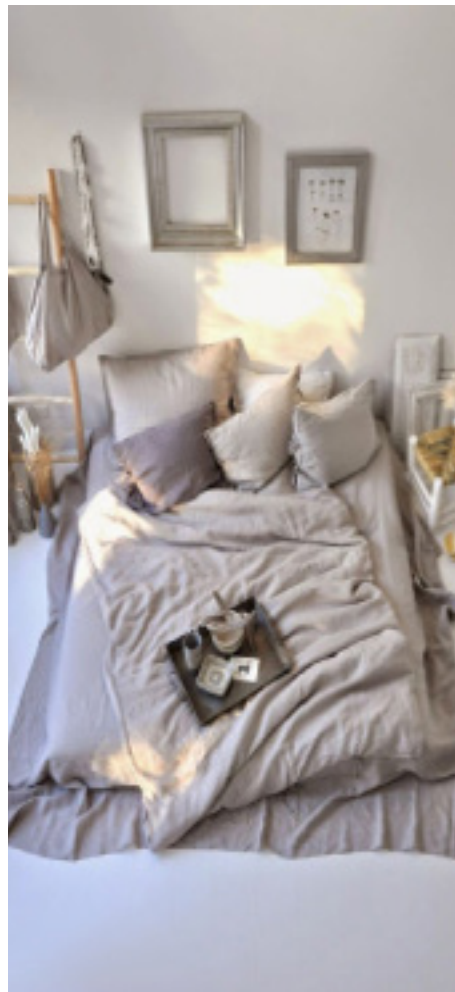
B &B ITALIA HELPED PAVE THE WAY for this trend with the introduction of their iconic Tufty-Time sofa (featured below in orange & white). The peaks and valleys of this silhouette style make way for eye-catching contrast. Although this trend primarily started indoors, we are now seeing it make it's way to outdoor living spaces.





ARTFULLY DISHEVELED

Perfect, but not too perfect.



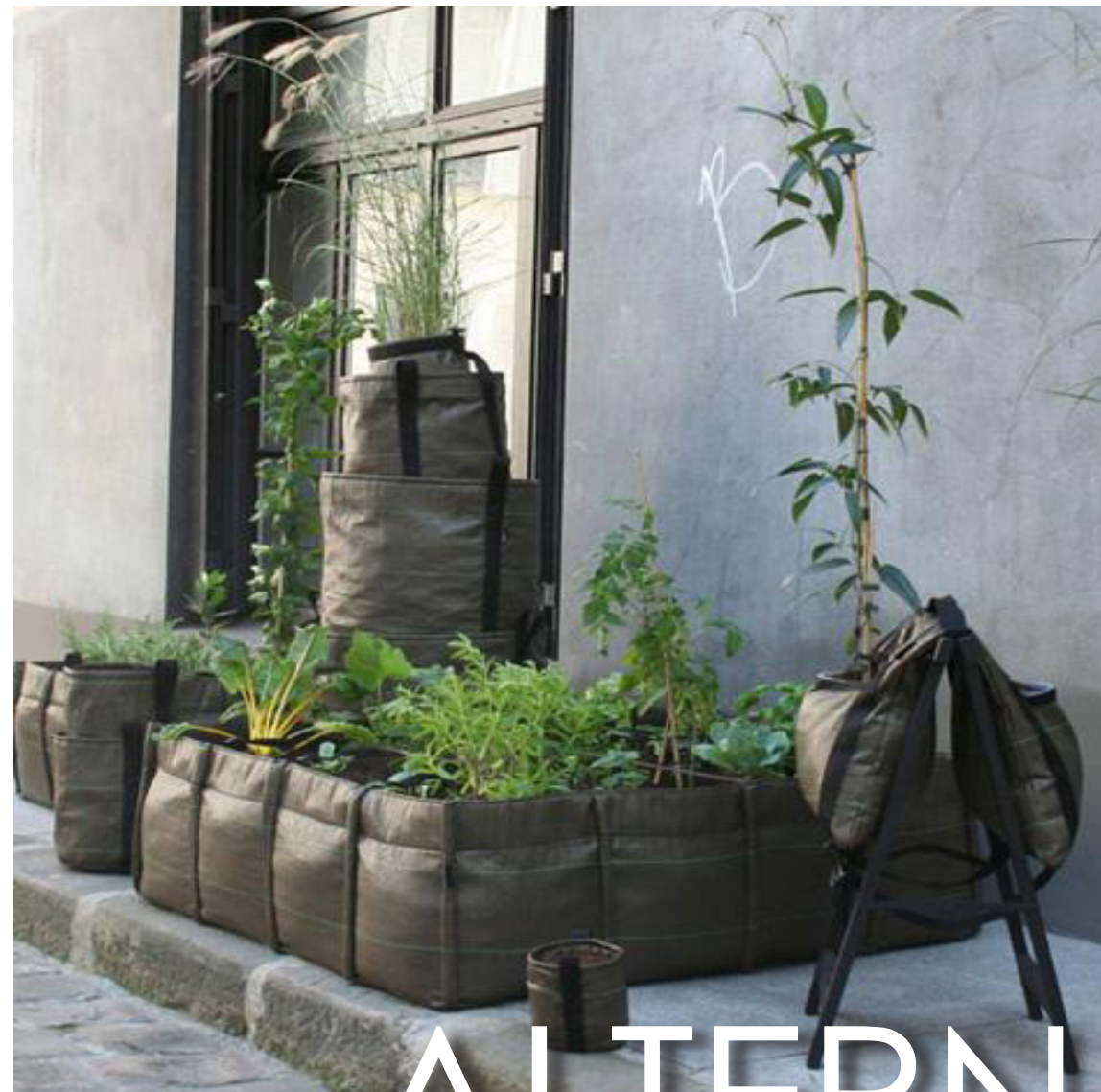
“PRESENTABLE” DOESN’T HAVE TO BE “PERFECT”. YOU’VE DUSTED AND decluttered your home in preparation for company. Now, instead of fluffing and perfectly placing pillows, consider doing the opposite. Placing your pillows haphazardly can make your home feel more comfortable and inviting. With everything else in its place, letting go of this one element shows you care—but not too much. Call it “artfully disheveled.”



MIX MATCH



GO MODERN BOHEMIAN BY ECLECTICALLY MIXING VARIOUS FABRICS on a single frame. Equal parts open-minded and mindful, evoking a creative way to bring different fabrics together in one setting. This trend veers away from the more conventional method of mixing neutral cushions with a variety of throw pillows.



ALTERNATIVE IDEAS



RE-THINK YOUR UNDERSTANDING OF SOFT DESIGN. SEWN FABRIC container gardens. Suspension tents. Sustained living pods. Incorporate recycled and reclaimed materials in your product line.

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