



## Hot Metal 2011 Trend Colours

Leaving the world's difficulties of war, terrorism, financial crises, natural disasters, and health issues behind, thoughts and desires for social cohesion, renewal, transformation and collective styles are emerging. Connecting, networking and functioning in a group with personal traits and talents will be clear. The unique and crafted style will be important but blended with a developing interest in the industrial look. Sustainability, quality of life and wellbeing will influence choices. A slower lifestyle will represent more time for reflection, choosing precisely, and searching for equilibrium between the industrial and crafted, nostalgic and avant garde, colourful and neutral.

### Unique & Crafted

- Innocent, naive design
- Customisation and independent design
- Curious off-beat eccentric design, rejecting normality
- Activism, expressionism and craft
- Mixing-it up aesthetics
- DIY attitude

#### Hot Metal Colours

Amethyst, Lemon Yellow, Cherry, Aubergine



### Inventive, Industrial, Transforming

- Focus on innovation
- Technology constantly transforming our lives and future
- Strong interest in the industrial
- The revival of a modernist lifestyle
- Architectural objects tailored for the body – eg: shoes

#### Hot Metal Colours

Pewter, Champagne, Silver



### Ethical, Eco-responsible, Sustainable, Luxury Re-invented

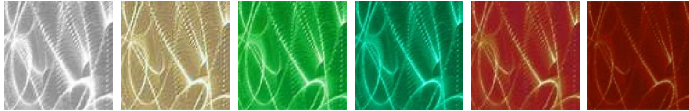
- Conscientious consumers influencing choice
- Spending wisely, engaging in ethical commerce, low cost, free
- Desire for simple, green and eco-responsible designs, inspired by ancestral techniques and materials that conserve the past with present
- Projects and products that are authentic, natural and carbon zero/neutral.

## Ethical, Eco-responsible, Sustainable, Luxury Re-invented (cont'd)

- Reconciling with the environment – landscapes penetrating urban interiors.
- Luxury re-invented by a focus on the quality of life, well being, considering the essence and soul of everything
- Desire for worthy, responsible products that are quality designs made to last.

### Hot Metal Colours

Silver, Champagne, Chartreuse, Emerald, Copper, Bronze



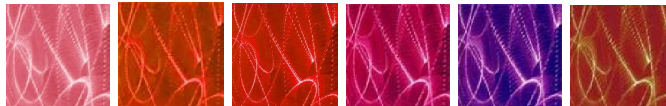
## Home and Family

### Essentials

- Expressing positive, optimistic moods, feeling good, being uplifted.
- Celebrating success (not failure).
- Creating warm bright elevating interiors by fusing cultural influences and patch working personal traits and talents.

### Hot Metal Colours

Shell Pink, Zest, Fire Fly Red, Cherry, Amethyst, Copper



## Rest & Recreation

- Holiday everyday at home with smart, sophisticated interiors that express personality and a passion for home decoration.

### Hot Metal Colours

Silver, Ice Blue, Aqua Marine, Cinda Blue, Amethyst, Pewter

