



Anthropologie

EVERYDAY ART

EVERYDAY ART UND SUSTAINABLE DESIGN

Every year in December the Retail Design Collective takes place in New York, a trade show, which is considered as source of inspiration among the professional international visual merchandising world. A report written by Sonja Löbbel and Matthias Spanke, owners of the agency Inspired Visual Merchandising.

We could make out four main themes during our stay in New York: Everyday Art, Sustainable Art, Monochrome and Las Vegas. "Everyday Art" and "Sustainable Art" particularly stand out as a convincing and easily performed trend next to the usual Christmas themes and sophisticated animated shop window designs at Macy's and Saks Fifth Avenue.

Everyday Art

This trend brings contradictory everyday things in context. Different materials

and styles are combined and result in modern vintage and DIY-aesthetics. This trend is used in the entire store at Anthropologie and Urban Outfitters: Door frames are transformed into racks, bunched objects of use hovering on ceilings or attached on walls are installed as new design object. At Elie Tahar and Jill Stuart everyday lamps turn into a luminous artwork. Hereto Sonja Löbbel: "No major costs are needed but individual creativity. It is definitely a trend for every sales area!"

Sustainable Design

This trend fluently fades to the previous trend: natural and recycled materials are used in an unexpected style. The wall and ceiling decoration at Owen consists of 25.000 artfully arranged paper bags and at Isable Marant simple wood planks are realised as artwork, which takes the centre stage of the store. This trend is complemented with the use of plants in Living Walls. Those are vertically pieced by real or artificial plants as seen at the showroom of Holiday Foilage.

Monochrome & Las Vegas

We discovered two further trends in New York: When approaching the Monochrome-trend diverse materials are combined – but anyhow separated by colours. Good examples are seen at Banana Republic, Faconnable, and Macy's. Also Louis Vuitton implemented that trend but in a more playful way. The use of such style of presentation can be interpreted by focusing on key aspect of each single collection.

The Las Vegas-trend is realised much wilder as the others: This trend stands for revue show and gambling. It was no coincidence that last year's MTV European Music Awards had been organised true to the theme "Pop-Circus" together with jugglers, fire-breathers, artists and a correspondent stage design. In Bergdorf & Goodman's shop windows a glamorous stage show was performed and also Chanel takes on this theme by underlining their own brand-design via pastel optic. Diesel however places emphasis on clear statements: heart, peak, and diamonds are aggressively and clearly playing with well-known gambling-motifs.

Mannequins

With regards to mannequins, new ideas have been realised and they can be used in many different ways. We are getting more and more away from very static product presentations by looking at new individual combining material mixtures like in the showroom of IDW or new realistic body postures related to everyday life situations as seen by Rootstein. At Goldstein, mannequins



Louis Vuitton

Bergdorf Goodman



SUSTAINABLE DESIGN

are presented as multi-sensory customer contact person by integrating displays and loud speakers.

Conclusion

We see the themes "Everyday Art" and "Sustainable Art" as two very strong trends, because the creative use of everyday objects, recycled materials and the examination of the theme sustainability underlines an honest brand image and therefore creates an emotional bond to the customer.



Splendid



IDW

Silvestri

MANNEQUINS

