



A RETURN TO CREAM AND DUCK EGG BLUE, AS WELL AS INSPIRATION DRAWN FROM INDUSTRIAL SOURCES, ARE AMONG THE LATEST TRENDS IDENTIFIED BY COLOURWAYS THAT ARE EXPECTED TO INFLUENCE DEMAND FOR WINDOW COVERINGS.

Dawn Adams reports.

Colourways points to four major trends that include 1950s geometrics, a vintage feel in cream and duck egg blue, fabrics with a self-patterning structure and a greater uptake of black, charcoal and grey in homes.

The 'Pioneering Spirit' theme includes soft blue with off white returning after an absence of many years. "We're returning to the Ned Kelly days where everyone worked on the land and made their own clothes and re-used pieces," says managing consultant Kim Chadwick. "Fabric is about tough, working class clothing and natural patterning."

The faded blue and off white palette looks aged over time and carries a vintage feel. "The biggest part of that story is the re-emergence of off white, a bit of yellow back into the white, something we haven't seen for a long time," she says. It's softer and warmer."

Another theme is 'Sunday Matinee' featuring 1950s geometrics. "It's very '50s Australiana, a time when there were no imports, the housewife was in the kitchen and there were mod cons, it's very decorative," she says. "There was strong decoration coming out of the textile industry in terms of patterns and souvenirs as we were on the tourist map like boomerangs, koalas and kookaburras on tea towels."

Chadwick describes this theme as a pastel story but grey and dirty referencing old pottery. "There's an opportunity with window coverings to use '50s patterns and colour as a decorative element," she says. "Rather than African tribal, it's more '50s geometrics."



JEWELLED

The 'Byzantine Princess' theme features a strong colour palette from lapis lazuli to indigo and wine red made from the Madder natural dye. "In Byzantine times, the oil paintings were elaborate and jewelled but the colours were natural and rich and strong," she says.

"In this story, we're seeing 3D almost jewel-like cuts or patterns."

Fabrics with a self-pattern structure, like honeycomb, are expected to build interest.

"The honeycomb pattern is still very strong but it might be bejewelled," she says. "It's possible to have a little bit of sparkle, some silk or gleen rather than dead matt fabrics and that can work with solids as well as sheers, giving them interest and structure."

An appreciation of buildings in our industrial past is evident in the 'Industrial Evolution' theme.

"It comes from thinking about our industrial suburbs with their factories and machines and buildings that were solid and built to last," she says. "The colour palette is copper patina, metals that have aged, metallic and grey," she says. "There's also an aged green rather than a lime green. It's more forest inspired and offset with a grey black metal patina look."

Chadwick notes that in window coverings, charcoal has come of age. "We're seeing black, grey and charcoal in our homes and people are not worried that they will make the house small or dark," she says.

"Particularly with sheers, it's easier to see through those colours and out beyond. In

window coverings, those colours will continue strongly and we will have some metallic threads in sheers as well."

After detailing the four themes, Chadwick puts forward another idea; a suggestion for window furnishings companies to build their trade. It's an out-of-the-box idea stepping away from traditional curtains and blinds.

Chadwick notes the use of decals, stickers or vinyl film to create an effect on a window and observes they can be used to create an opaque look or a screen or a design effect.

"Window covering companies should look at vinyl film as part of their offer, maybe for smaller windows," she says. "They sell rolls of fabric or coated materials so there's no reason these products couldn't also be part of their solution for privacy and screening."



HUNTER DOUGLAS FABRICS SELECTED FOR 2014 COLOURWAYS TREND FORECAST

Leading trend forecaster

Colourways recently selected two Hunter Douglas fabrics to be part of its 2014 Colourways Trend Forecast.

The annual Forecast Workshop brought together architects, designers, educators and builders with manufacturers, product suppliers and retailers from around the nation to develop and produce a uniquely Australasian trend forecast.

Two Hunter Douglas fabrics were selected – Seychelles and Harlow – falling under the ‘Pioneering Spirit’ and ‘Byzantine Princess’ trends respectively; two of the four trends identified at Colourways that would shape the Australian building and design industries for the years ahead.

“We’re so excited to be able to showcase the work of Hunter Douglas, who design their products for the local market, yet develop products with global relevance and appeal,” said Kim Chadwick, Colourways managing consultant.

“We hope to be able to bring the trend-setting work of Hunter Douglas to a wider audience

through Colourways, the vehicle which brings together the products on show to produce a uniquely Australasian trend forecast of the latest colours, materials and finishes,” Chadwick added.

The Seychelles fabric features a combination of iridescent and organic yarns to create a shimmering fabric; while Harlow has been developed to create a sophisticated 3D honeycomb design shaped by layered grids in a honeycomb weave.

“We’re thrilled to have had two Hunter Douglas fabrics featured in the Australasian Colourways Trend Forecast,” said Amelia Clements, marketing manager, Hunter Douglas Components.

“Over 1000 products were tabled at the forecast showing the future colours, materials and finishes for the design and building industry. From these, 92 products representing four trend stories were selected – so it’s an absolute honour to have had our unique Seychelles and Harlow fabrics be selected for the first time.”



SEYCHELLES AND HARLOW

LUXAFLEX WINDOW FASHIONS TEAMS WITH FORECASTER

Colourways has also selected three Luxaflex fabrics as part of its emerging trends forecast for 2014; Mauritius in Drizzle, Harper in Papaya and exclusive to Luxaflex Window Fashions, the Telopea fabric in Storm.

“The soft and shimmering Luxaflex Mauritius fabric is one of the most opulent fabrics available on the market. It’s manufactured using iridescent

and organic yarns, so it complements the natural radiance of most colour schemes, making it ideal for Roman Shades and Roller Blinds around the house,” commented Jenny Brown, Luxaflex Window Fashions marketing manager.

The 100% Polyester Harper fabric is designed to create a unique 3D geometric pattern and is offered with a variety of blackout and translucent opacities.

The third fabric selected by Colourways, Telopea, is a blackout designed with the Australian climate in mind and targeting the roller blind category. The textured weave has been designed with metallic, multi-coloured yarns, in a palette of eight different tones, including Latte, Leaf and Storm.

“We’re thrilled to have three fabrics included in the Colourways trends for 2014. As Australia’s market leader of premium window coverings, it’s imperative that our palette of colours take their cues from world-wide trends and forecasts,” said Brown.