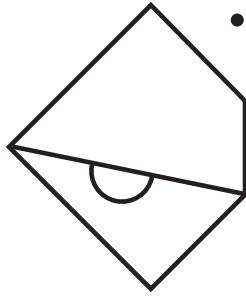


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GLOBAL **TREND REPORT**

2018



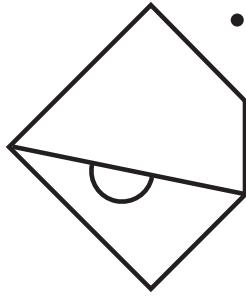
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GLOBAL TREND REPORT // EUROPE

EUROPE IS ALL ABOUT CONCIOUS LIVING. CITY LIFE BECOMES GREENER AND SUSTAINABILITY IS THE FOUNDATION OF MOST RECENT TRENDS.

After the very minimal Scandinavian trend Europe becomes a little less crispy clean. Natural colours are taking over. Colours inspired by landscapes and the country side, stones and gems. After lot's of white the European market is ready for darker colours. With our busy lifestyles we need soft earthy tones, ice pastels and lush greens to take over the home and create balance. We see a trend in large scale outline monochrome prints, textured filled shapes, watercolours and contrasting pops of colour. Boho florals, landscapes, wild animals and nostalgia match the concious mindset with a little touch of Scandinavian crisp and Pop Art.





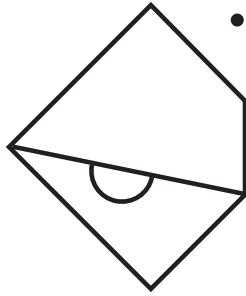
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GLOBAL TREND REPORT // NORTH AMERICA

LIVELY PLACES LIKE LA AND NEW YORK ARE BREEDING GROUNDS FOR TRENDS. MOST CREATIVES RELOCATE TO THE WEST OR EAST COAST AND WITH A BOOMING TECH INDUSTRY THE US HAS BECOME A BIG INFLUENCER ON THE DESIGN MARKET.

The US is all about colour and joy. We see strong pop-art, tropical, and Japanese Kawaii inspired influences. Naive prints, a mix of bold colours. Very expressive in not only colour but techniques too: large scale abstracts, nostalgic themes, randomly tossed elements and raw brush strokes. Dominated by pink, yellow, blue and contrasting white backdrops and details. Edgy designs that are all about fun.



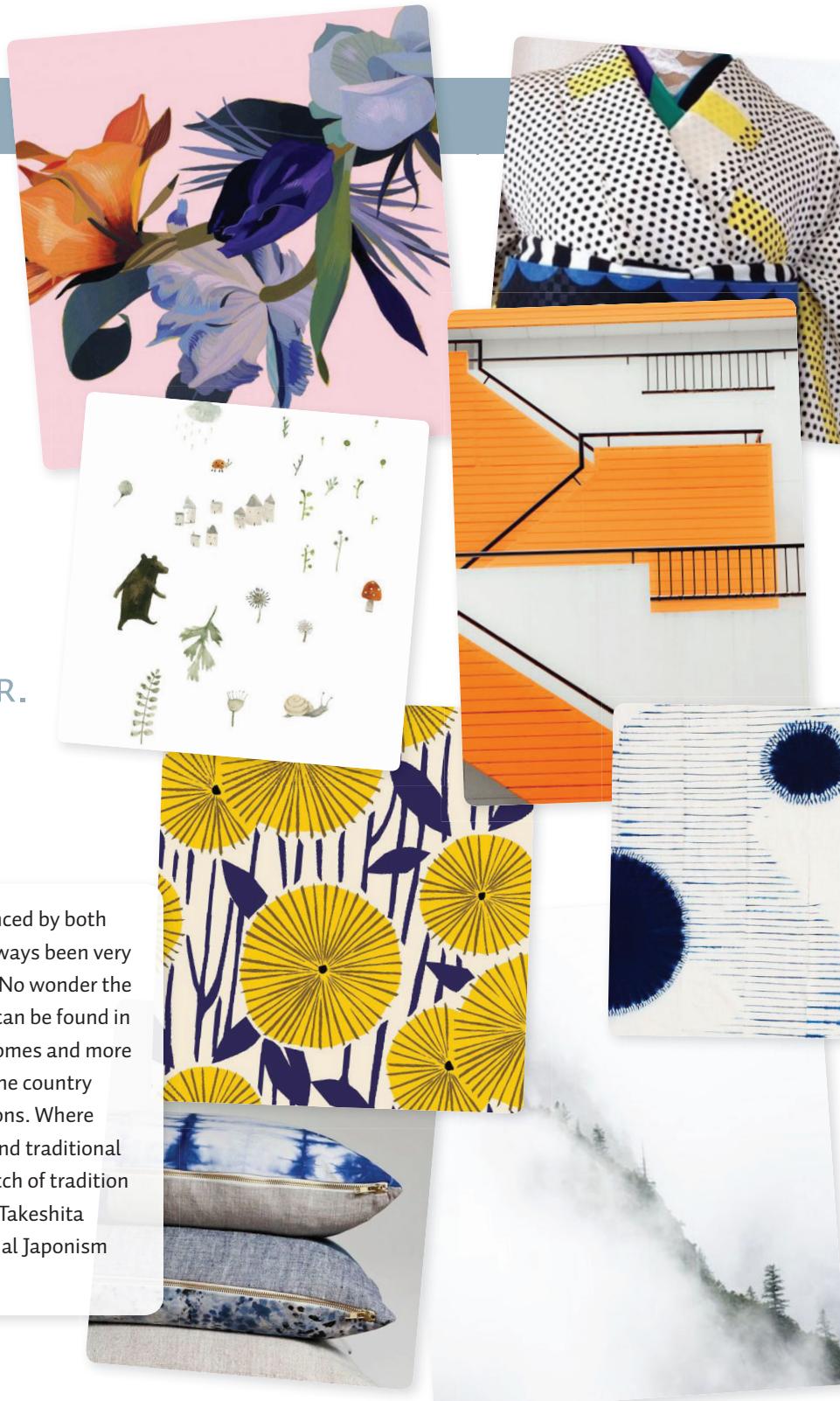


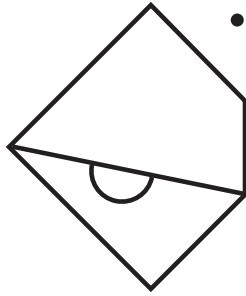
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GLOBAL TREND REPORT // JAPAN

TOKYO IS ONE OF THE WORLD'S MOST INTERESTING AND PROGRESSIVE CITIES. WITH ROOM FOR SUBCULTURES AND A STRONG ECONOMY JAPAN IS A COUNTRY THAT INFLUENCES TRENDS LIKE NO OTHER.

Japan is a colourful mix of subcultures influenced by both tradition and modernism. The country has always been very hands on when it comes to the environment. No wonder the conscious trend is growing rapidly. Simplicity can be found in nature themes, toned down colors, monochromes and more use of white. But make no mistake. Japan is the country of contrasts and colour overload: Pastels, neons. Where crisp graphic illustrations, colourful pop art and traditional geometrics meet. It's a constant mix and match of tradition and new trends. We have seen the colours of Takeshita Street pop up in LA and Europe. The traditional Japonism prints will also be coming our way soon.





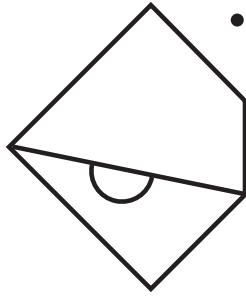
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GLOBAL TREND REPORT// ASIA - MIDDLE EAST

THE FAST GROWING ECONOMIES OF ASIA AND THE MIDDLE EAST ARE DOMINATED BY ESTABLISHED BRANDS AND LUXURY GOODS.

With a new cashflow comes a new way of spending. These markets are dominated by established brands and traditional design themes get a touch of modern simplicity. Simple repeats, geometrics and monochromes. But with these social changes also come new opportunities. Small businesses run by woman pop up and leave a blueprint for what is to come. Adding some romance and softness. A more feminine approach. It won't be long until these new economies will be influencing trends on our western markets.





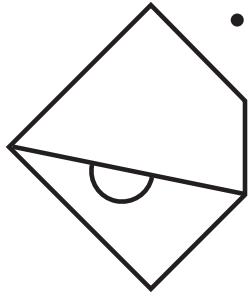
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GLOBAL TREND REPORT // AUSTRALIA

AUSTRALIA HAS LOT'S OF OVERLAP WITH LA TRENDS. THERE IS NO LANGUAGE BARIER AND THE COUNTRY IS SURROUNDED BY WATER, WITH LOT'S OF SUNSHINE, DESERT LANDSCAPES AND QUIRKY ANIMALS.

Australia is highly influenced by their surroundings and it's history. Island themes, tropical fruits, desert animals, bohemian florals with a touch of nostalgia. There is a little something about this country. Laid back and easy. Organic shapes, abstract waves and dotted textures in blues whites, greens and bright warm colours. You can still see the aboriginal style merged into new trends: Mandala's, boho chique, organic retro and native prints.





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