



MARKET TRENDS AND COLOR BLENDS

How's your market moxie? Do you know what's hot and what's not? Are you gaga over Gaga? Who controls wealth in America? Does the economy really affect color preferences? Business headlines, fashion trends and color blends... they all add up to being in the know.

Test your market moxie by taking this quick indicator on various trends and find out how it relates to the business of window fashions and selling Silhouette® window shadings.

- 1** What new "it" beverage is expected to grow by 51.4% (\$73.7 M) this year?
 - A. Higher caffeinated drinks
 - B. Relaxation drinks
 - C. Vitamin waters
 - D. "Catnip" teas
- 2** Statistics show that the 50+ age group of Baby Boomers is earning roughly two trillion dollars, and is in control of more than...
 - A. Seven trillion dollars of wealth
 - B. Twenty billion dollars of wealth
 - C. 50% of all financial assets
 - D. 99% of all businesses
- 3** Research shows that during times of economic uncertainty, most people prefer:
 - A. Darker color palettes that reflect the mood of the population
 - B. Contemporary furnishings that are stark and "value" minimal
 - C. Bright, cheerful colors in clothing and furniture fashions
 - D. Dull, dusty colors that reflect "decayed elegance"



1 **JUST CHILL** is one of the fastest growing relaxation drinks in the market today. If you answered correctly, you're among those aware of the preference towards yoga, meditation and an anticipated growth

in relaxation beverage consumption. The search for the serene continues. Many consumers still want to create their own nirvana with soft, subtle hues. Interesting, however, and important to your business moxie is the fact that these sublime rooms also invite, if not require, patterning that is fractured and interesting to the eye. Divided and reassembled patterning creates second and third levels of textures that delight and diffuse.

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The next time a tranquil setting is desired, try the Silhouette Chateau™ fabric in the Cappuccino or Marquis colors or the new Voila™ fabric in Optic Illusion or Vanishing Act. Then suggest a prismatic texture for a bedspread or chair with a rough, knotty carpet. After all, tranquil doesn't mean void of visual interest; you can still chill and thrill.



2 **YOU CAN'T TAKE IT WITH YOU!** Baby Boomers make up the largest percentage of the population, spend their money on the comfort of their homes sweet homes and now control trillions of dollars of wealth! According to a Nielsen survey, even as Baby Boomers retire, their spending habits aren't changing. From magnificent five-piece master baths complete with steam showers and whirlpool tubs, Boomers will still spend their dollars to acquire comfort if you give them "permission to buy." The permission factor revolves around the price-value relationship.

When showing the beauty of Silhouette window shadings, inform your customers of the six key benefits associated with the product. Transformational light, UV protection, daylighting as well as daytime privacy, expansive views and the ability to reflect solar heat add a practical and functional side to this beautiful shading. Divine design provides pleasing, priceless permission for your customers to own this remarkable window fashion. And why not? After all, Boomers can't take it with them.

Answers:
1. A. Seven trillion dollars of wealth; Source: *It Find Health*.
2. A. Relaxation drinks; Source: Adam Baer, *Hemisphere Magazine*, April 2011.
3. C. Bright, cheerful colors in clothing and furniture fashions; Source: *masterstch.publishpath.com/color-trends-in-the-resolution-era-going-back-to-brights*, December 27, 2010.



Boomers will spend their dollars to acquire comfort if given “permission to buy.” The key functional benefits associated with Silhouette® window shadings plus its remarkable beauty provide that permission.

3 HARD TIMES DON'T TRANSLATE TO HARSH COLORS. During times of economic distress, the population escapes to happier days and cheerful spaces with bright colors. Chartreuse greens, rich violets, poppy reds and vivid oranges accent whites, blacks and browns. Everything old is new again with the resurgence of gray, camel, ivory and beige. Each of these base palettes is employed to create casual, cozy chic environments.

Benjamin Moore paints coupled with various accent colors work well with a wide array of appropriate fabrics and colors, including newly-introduced saturated neutrals recently added to the Silhouette Matisse Collection.® Fashion-savvy consumers are not shying away from bright accents, including bringing more color and texture to the window.



Market trends translate into color blends and provide business insights to help you make stronger connections with your customers. These trends help to create more business opportunities for you.