**URBAN VERTICAL GARDENS**

Throughout the centuries, various civilizations have covered the facades of buildings with climbing greenery. In the beginning of the 20th century, the Art & Crafts movements in Europe incorporated green facades to make a seamless transition between the garden and the house. This complemented the architectural lines of buildings.

Some great examples of green facades were installed in England by the Garden City movement in the 1920s. In 1938, Stanley Hart White patented the living green wall for the first time. However, the first modern design of a living wall belongs to the French botanist Patrick Blanc. His design of a green wall with a full hydroponic system, an inert medium and a variety of exotic plant species is at the Museum of Science and Industry in Paris.

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**Fruits of the Forest**

Color trends

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**Tints & Shades**

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**Grey is a shade that is timeless, quietly assuring and peacefully relaxing. A constant neutral and balanced color.**

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It is common among some artists to darken a paint color by adding black paint, producing colors called shades or to lighten a color by adding white producing colors called tints.

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-DEZEEN.COM

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**Tints & Shades**

TIMELESS

AND

PRACTICAL

Tints perceive as becoming a solid foundation in a palette. Light greys are feminine in nature, while dark greys are masculine.

Grays contrast and enhance the palette with black, red-based art, greenish grey shades, and warmer neutrals as an alternative to the more classic versions.

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Color Analysis

TIME TRAVELER

New Old School

Active

“An active soul is a healthy soul.”

– MAORI PROVERB

ENTWINED IN NATURE

Trend Insights

BACK TO BASICS

As a reaction to the daily sensory overload, excessive materialism and abundance, the longing for simplicity to get back to basics and closer to nature is becoming more pronounced.

Environmental consciousness is gaining momentum. No longer is it only in apparel. Electric vehicles and hybrid engines, mobility in moving towards a more environmentally friendly future.

GLOBAL FUSION

In today’s fast-paced, modern lifestyle it is important to have quality and a balance of comfort and well-being.

In the past decade there has been an awakening of people with self-examination. People are asking, “What is this life about?” And no matter how hard we try to deny it, the answer we are left facing is a spiritual one. Because of this reawakening, yoga is sweeping across the globe as millennials are turning to it not only for exercise, but also as a spiritual gathering.

Worldwide, yoga is being embraced primarily by college-educated upper-middle-class thinkers and people in positions of power. Because of its message of healing, unity and a simpler life, yoga may be one of the great rays of hope for our future.

HUFFPOST

ART MOVEMENT

Trend Insights

It’s more than just looking good, it’s about making a conscious decision as a consumer with respect to our environment.

We are seeing plastics from the oceans to make accessories, handbags made of pineapple leather, jeans made of organic cotton, a blazer made of natural silk, dresses dyed with algae to name a few. The range of sustainable produced fashion available is broad and constantly growing with collections ranging from urban streetwear to elegant business outfits. Recycling has become an outlet for creative thinking and design.

The Youth Culture Report
ENTWINED IN NATURE

ORGANIC COTTON

Trend Insights

A longing to get back to basics and closer to nature is becoming more pronounced. For many consumers, a sustainable lifestyle now also includes clothing that has been produced in an environmentally friendly and socially responsible manner. Organic arrives in the mainstream ranging from brands centered around sustainable design with sourced organic cotton, hemp, bamboo, natural wool, recycled poly, rayon & tencel...

“Beauty begins the moment you decide to be yourself.”
–COCO CHANEL
TIME TRAVELER

Time traveler looks to the past and future with a balance between modern and traditional. Combining heritage with generational nostalgia and mixing into cultures, we gain a hyper-real insight into the past. Familiar childhood characters make a return as well as a collision of technology and future innovation. Going back to the future is making its way into pop culture, clothing, home, and activities.

-Forbes

NEW BEGINNINGS

Of those surveyed 69 percent believe that outdoor living spaces will expand by 2020, and low-maintenance spaces are a must. According to the report, landscaping and herb and vegetable gardens will be big, with 45 percent and 49 percent of respondents weighing in on the importance of this type of outdoor space.

-Pop Sugar

It has been scientifically proven that large metropolitan areas are significantly warmer than rural and less built-up areas. The rising temperatures have adverse environmental impact both in terms of higher energy consumption and air pollution. Adding living plants into urban areas is a way to reduce the energy consumption through living walls both indoors and on the sides of buildings.

-Fantastic Garden

Kids TRENDS A/W 19

“Be silly, be honest, be kind.”
-Ralph Waldo Emerson

“Some people look for a beautiful place, others make a place beautiful.”
-Hazrat Inayat Khan

HOME

NEW BEGINNINGS

Trend Insights

Kids TRENDS A/W 19

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