

# SOFT LANDING

Value trend: *Gentle Transfer*

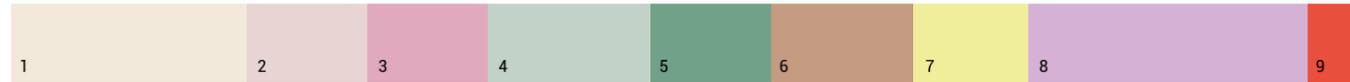
A harsh society, which is becoming ever grimmer, creates the need for softening. The world needs to become more beautiful and friendlier, and the consumer has a desire to be pampered. How can we create a friendly, soft and comfortable living environment that offers an oasis of peace that is so desperately needed? This is the perfect question to answer with greenery.

## INDOOR

In the interior this leads to the use of harmonious pastel shades, comfortable shapes and super-soft materials, as if the interior is a big soft cushion you can sink into. Even hard materials appear to have a soft look about them. Here and there folklore-related details point to a historic or

ethnic origin. Flowers and plants play a major role in this friendly and soft environment. Plants with soft velvety foliage, delicate leaves, or plume-shaped flowers reinforce this soft look. The cut flowers have soft, full flower shapes or tiny flowers that create a cloud effect, like Gypsophila.

INDOOR Colour chart and colour balance in Pantone®



1. 9224 C 2. 7602 C 3. 7430 C 4. 622 C 5. 556 C 6. 7521 C 7. 587 C 8. 257 C 9. 7625 C

## OUTDOOR

The garden acquires this theme's comfortable look by using plants and bushes with an extremely soft look. These include moss, full flowering shrubs, feathery grasses and plants with soft velvety leaves. The garden gives the feeling that you are being cushioned by an enormous soft pillow. Garden furniture also has a soft and voluminous look: Large soft cushions,

inflatable products (provided that they have a friendly and simple appearance), garden rugs, sheep and goat skins and semi-transparent awnings contribute to this. And everything is also finished in soft, friendly pastel shades, without looking too dainty.

OUTDOOR Colour chart and colour balance in Pantone®



1. 9224 C 2. 7602 C 3. 7430 C 4. 622 C 5. 556 C 6. 7521 C 7. 587 C 8. 257 C 9. 7625 C

## PRODUCT INGREDIENTS INDOOR & OUTDOOR

### Shapes

The shapes are soft, rounded and voluminous; this gives an extremely comfortable look. Even if the material is not soft, the shapes appear to promise this softness.

### Colours

Soft pastel shades from cream through to soft lilac. The shades of green also have a soft look. Occasionally the colour combinations are freshened with an accent of friendly orange.

### Materials

Super-soft materials, from quilting through to long furs. Hard materials like glass and plastic also has a soft air to it thanks to their shine and finish.

### Patterns

Patterns with subtle folklore influences. Including patterns with a soft look like feathers, soft petals, imitation quilting and watercolour effects.

style trend 2019



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# SOFT LANDING INDOOR

# OUTDOOR SOFT LANDING



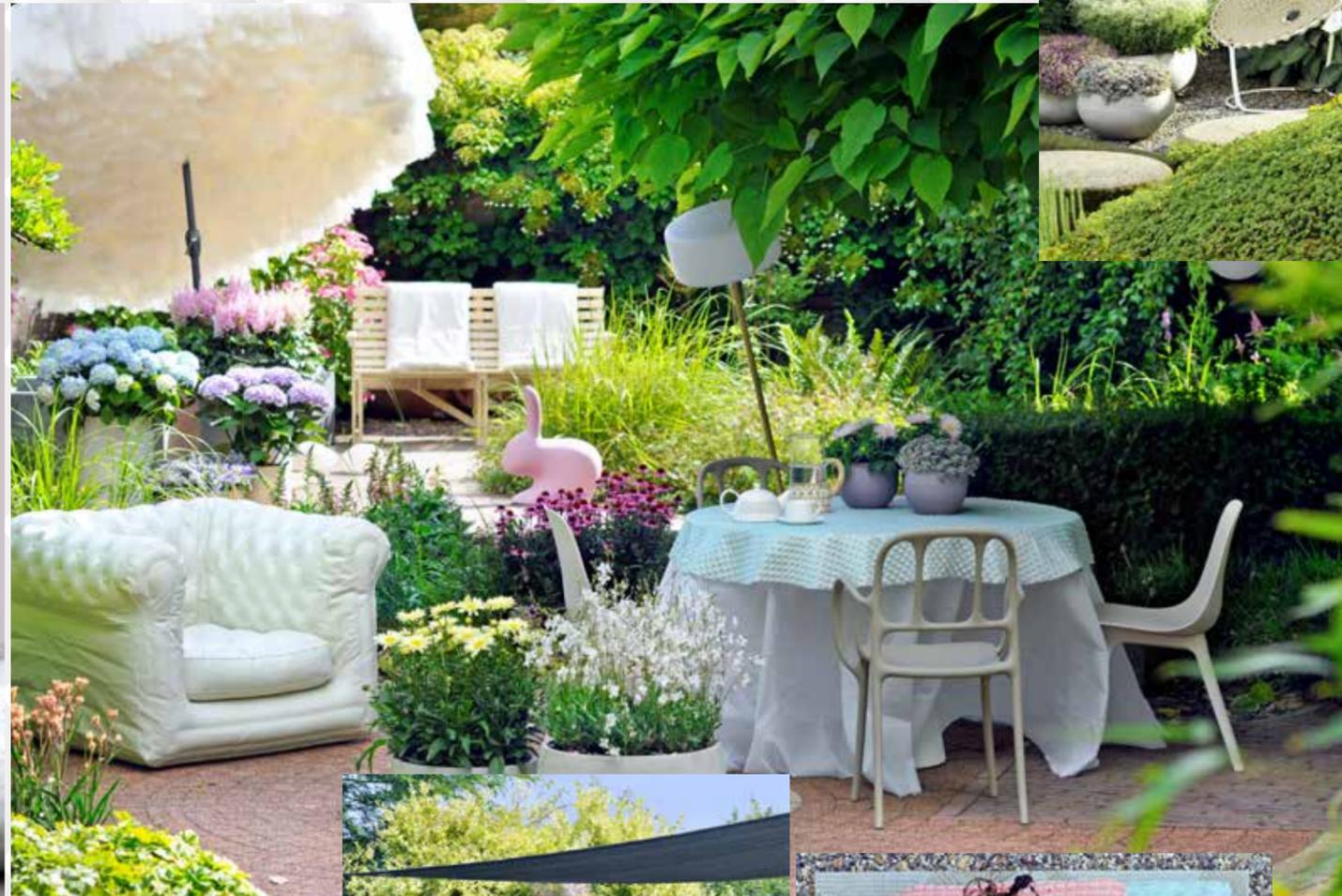
Super-voluminous and soft look



Round shapes



Quilted materials for a comfortable look



Inflatable shapes give the idea of a soft bumper

Plants with soft leaves or flowers



Semi-transparent materials reinforce the soft appearance

