SURTEX TRENDS
2020–2021

Jewel Branding & Licensing, Inc.
October 2019

EXPRESS YOURSELF

Cheerful Kitsch

The Penny Paper Co.

A Girl and a Glue Gun

Yoobi

Bando

Story Online

Paperchase

Embrace kitsch details such as cloud shapes, rainbow hues and googly eyes to create fun Instagram-friendly designs

• Icons are a key focus in this story. Use them to create statement prints or playful silhouettes

• Include positive words, motivational phrases and cheerful proclamations in your designs

• Use bright rainbow colours that will stand out on screen as much as they will in real life

Retro Mix

Borrow from a range of eras to create nostalgic designs with a mix-and-match aesthetic

• Take inspiration from industrial elements such as colourful metal clips and durable storage caddies

• Incorporate a mix of vintage elements into everyday designs, from Art Deco-inspired patterns to colour-blocking reminiscent of the Memphis movement

• Use playful and retro colours such as mustard, teal, and green

Collage Play

Curious Boy

Closed Mondays

Kangan Arora x Ikea

Tor Ewen

Mynd Interiors

Kinder Modern

West Elm

Take a more curated approach to cut-and-paste compositions to create lively, joyful designs for hard and soft goods

• Use small and large blocks of colour in carefully placed layouts to create controlled compositions

• Make a statement and add a sense of depth by using contrasting brights in your designs – perfect for hero pieces with commercial appeal

• Incorporate a range of shapes and volumes into designs, such as circles and triangles, and more straightforward rectangular and square blocks
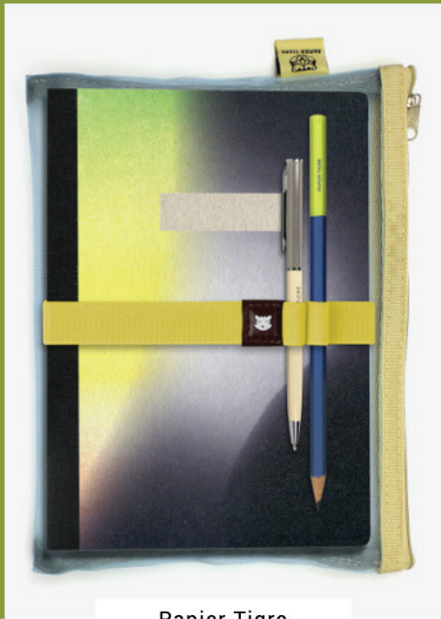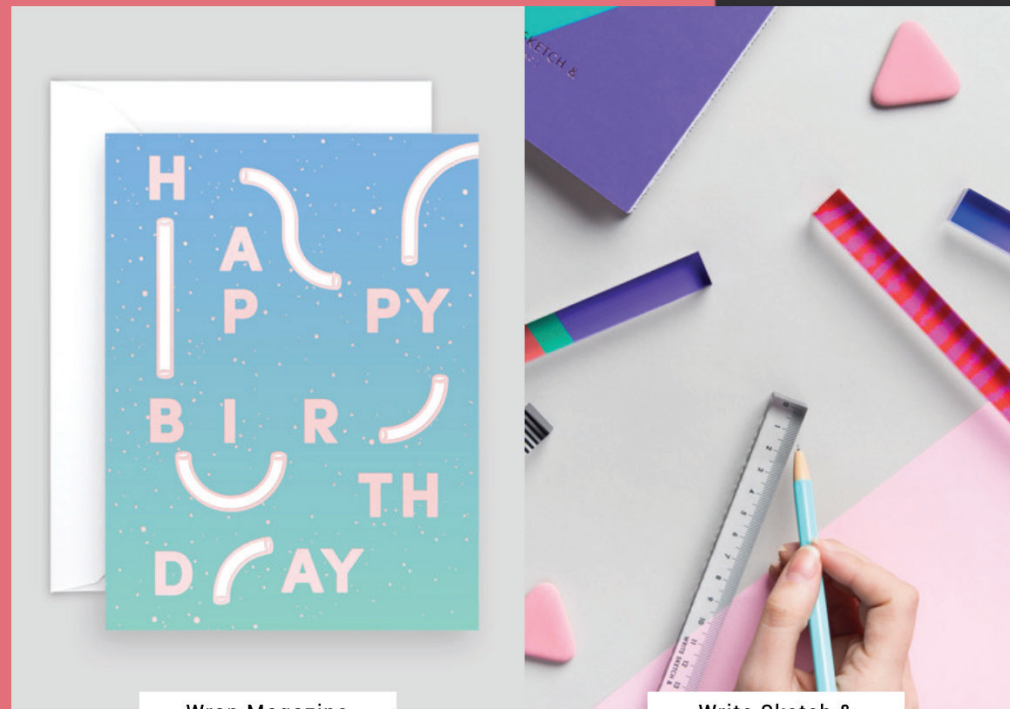
Digital Play

Zazzle
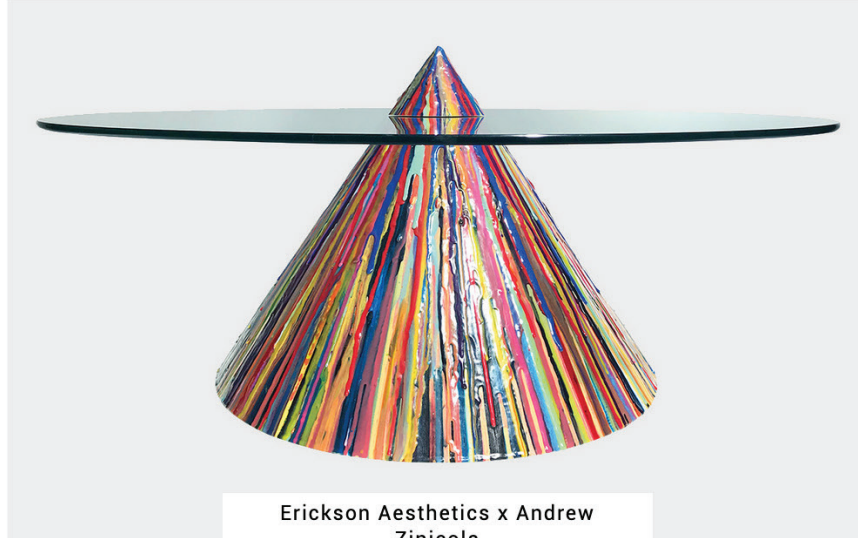
Mochi Things

Papier Tigre

Poketo

Wrap Magazine

Write Sketch &

Use colours and surface effects to create a digitally altered aesthetic

• Contrast brights with neutrals, and layer colours in staggered, asymmetric ways for a computer-generated aesthetic

• Create playful patterns around products by experimenting with the placement of lines and abstract shapes

• Merchandise items with mismatched colours to make a stronger impact online

Rainbow Bands

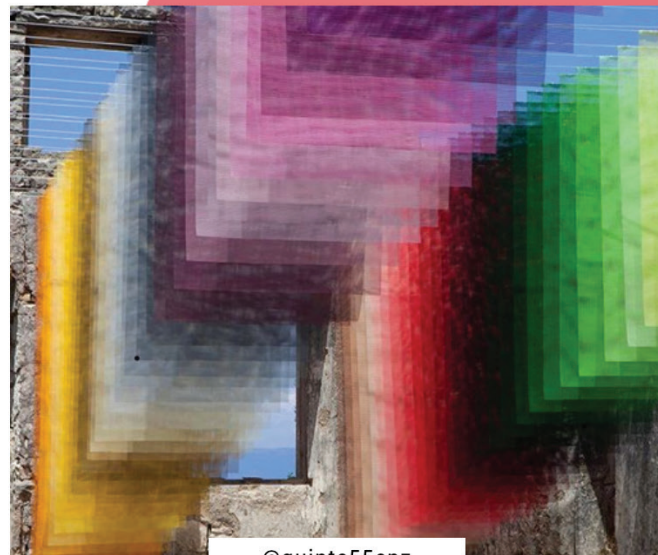Erickson Aesthetics x Andrew Zinicola
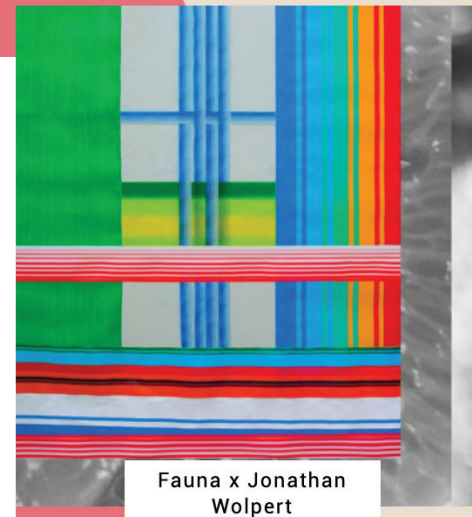

Matilda Goad

Markus Linnenbrink

Paul Smith x 1882 Ltd

@quinte55enz

Jpdemeyer & Co

Fauna x Jonathan Wolpert

Use graphic patterns in rainbow colours to bring a sense of fun and positivity to interiors

• <u>Boost the mood</u> of interiors with designs that are simple yet eyecatching, combining stripes with joyful colours

• Explore how you can update the stripe, whether through spacing, direction, or through messy painted techniques

• For a retro look, divide circles into evenly spaced multicoloured segments

• Use emerald green to lift primary palettes, and use thin black stripes to add contrast and depth to designs

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