



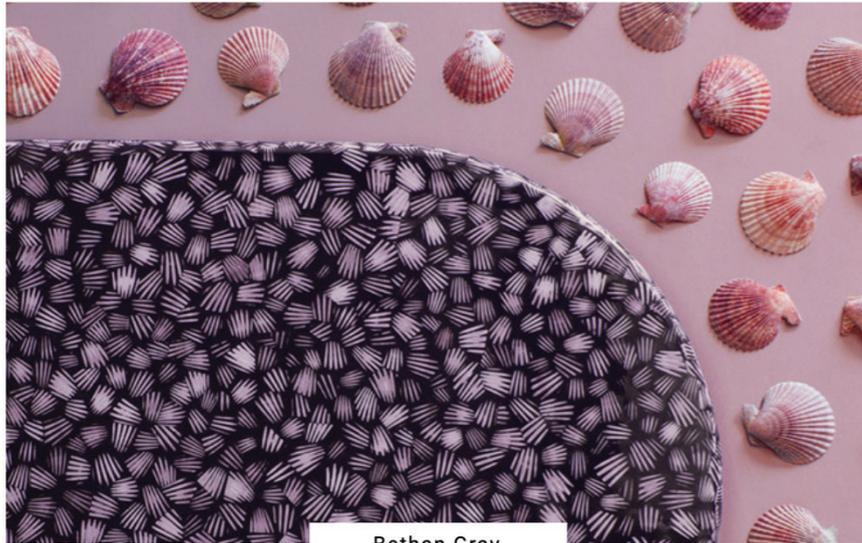
SURTEX TRENDS

2020–2021

Jewel Branding & Licensing, Inc.
October 2019

NEW COASTAL

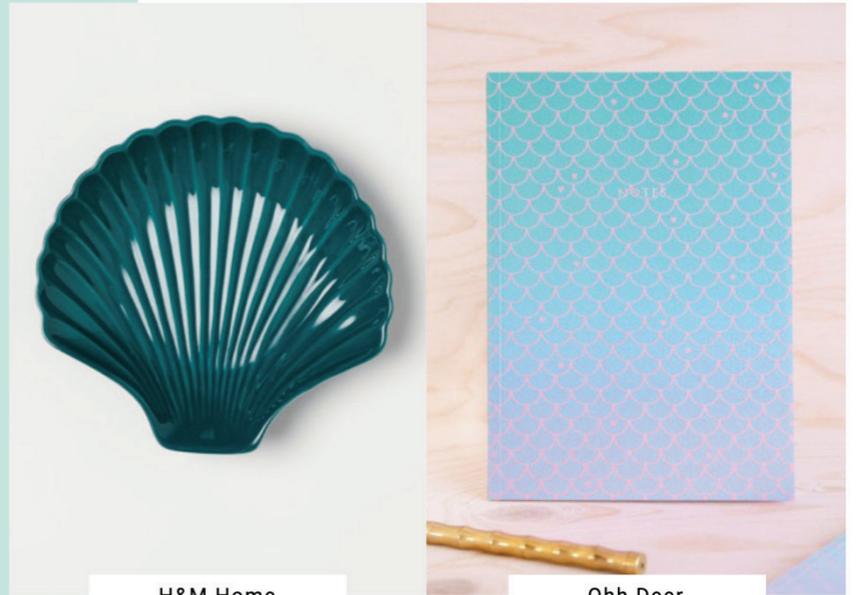
Shells & Scales



Bethan Gray



1st Dibs

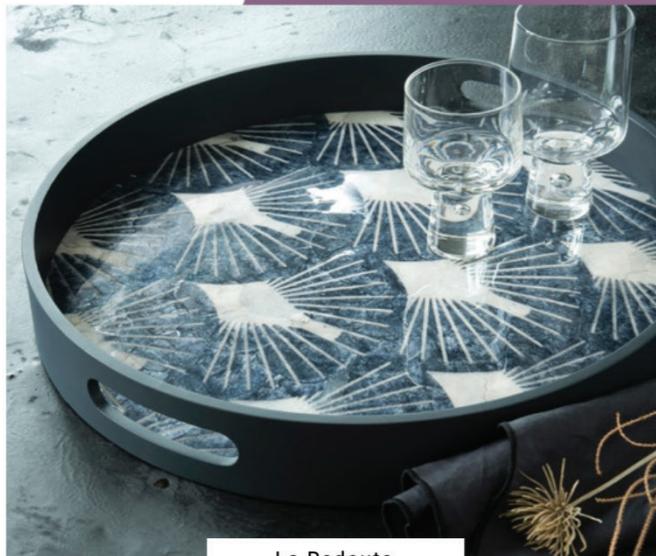


H&M Home

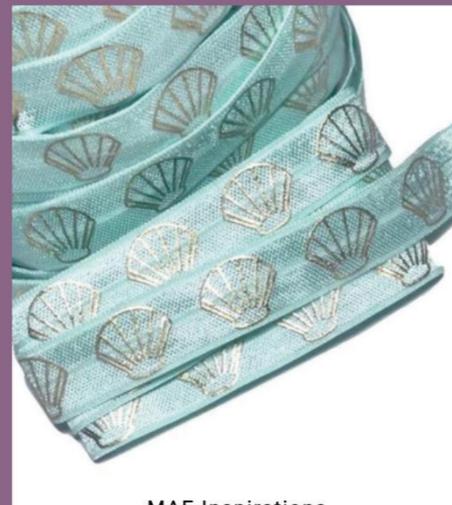
Ohh Deer

Incorporate shells and scales into your designs for a more decorative and commercial approach to the aquatic themes that run through TransForm

- Use shells as an innovative base material for new composites, and as a marketable motif across interiors
- Reinterpret scalloped forms in a contemporary way through fresh colours, graphic styles, and surface patterns
- Create a more sophisticated take on coastal palettes with teal and metallic accents



La Redoute



MAE Inspirations

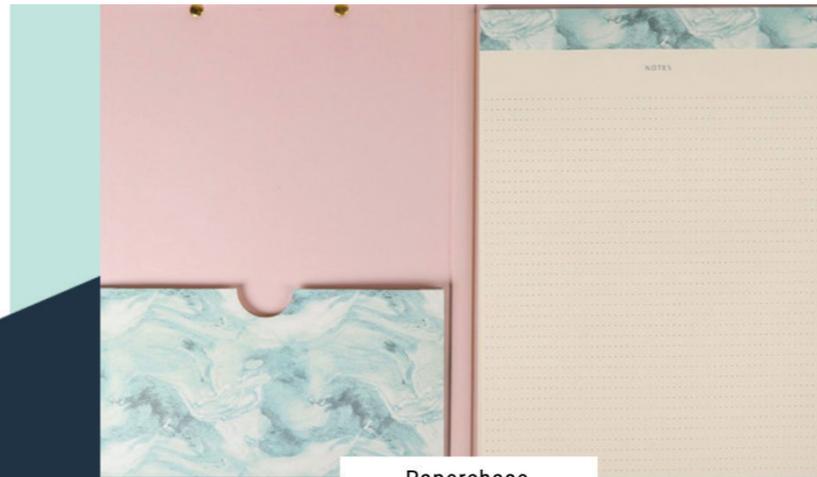


Floor Story

Ocean Waves



Indie Crafts



Paperchase



Super Fashion Store



Noat



Cleverhands

Take inspiration from the ocean with abstracted wave motifs across products

- Use aquatic tones, and blend together in ombré fades and marbled motifs
- Play with scale, whether through close-up prints of large layered brush strokes, or with smaller, more intricate patterns
- Use colour and wavy designs to give designs a sense of movement
- Prints can be used all over, or as eye-catching details on a product

Simple Seashells



Petite Paperie



Go Go Luna



The Paragon



Moorea Seal



Anthropologie

Tap into beachcomber themes by using seashells as an all-over pattern or as a stylised silhouette

- Use realistic illustrations and forms for a more literal take on the beachcomber theme, or use stylised interpretations for a naive look
- Warm metallics or monochrome colours offer a more sophisticated approach to this beach story
- Seashell contours will work well for scalloped pins, cards, labels and stickers, while stylised repeat motifs will work well for wrapping paper and cards



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