



SURTEX TRENDS

2020–2021

Jewel Branding & Licensing, Inc.
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VIVID NATURE

Hyper Nature



- The natural world is looked at through a saturated lens in this story of rich colours and dense patterns.
- Exotic jungles, sea life, animals and landscapes all provide inspiration for designs, which are vivid interpretations of nature.
- Use a bold colour palette to transform designs from realist to fantastical.

Composite Flecks



Katie Gillies



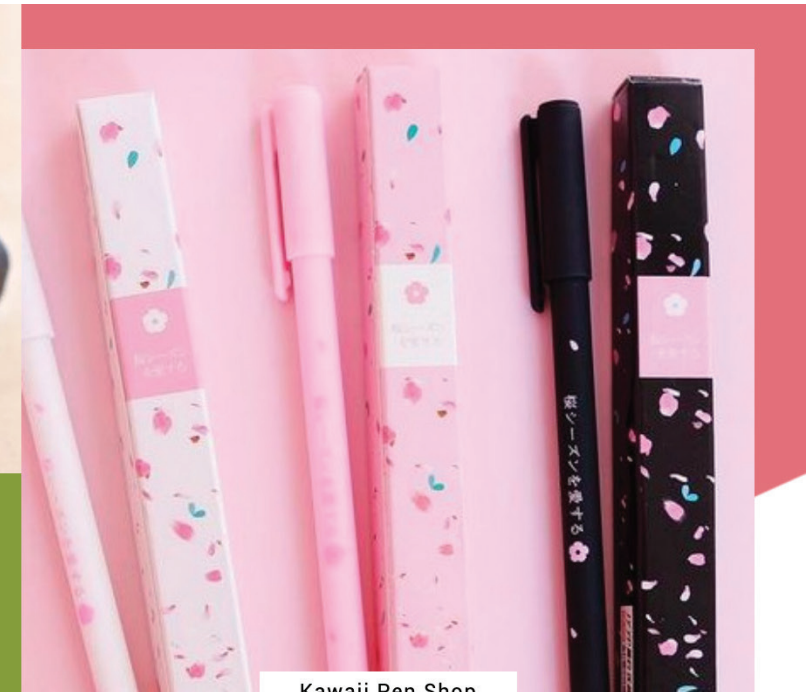
Craft Gawker



Moms Have More Fun



leManoosh



Kawaii Pen Shop

Celebrate recycled and composite materials with colourful flecks, either in hard products or through printed papers

- Explore how you can use repurposed stationery items or manufacturing waste to create new products, and look at how you can involve consumers in the process, such as through schemes to recycle old crayons
- Take inspiration from the flecks in composite materials to create speckled patterns for paper products, which will work well for coordinated sets

Majestic Tiger



Roostery



Anthropologie



Oliver Bonas



H&M



Urban Outfitters

- Safari animals can be found on everything from drinkware to throws. They were also spotted in the S/S 19 Interiors UK Collection Previews
- The tiger updates last year's cheetah icon, featured as an all-over repeat or a single statement placement
- Use solid grounds that emphasise the tiger's prowling silhouette, or showcase the big cat surrounded by foliage for a softer look

Kitsch Florals



@elszhan.antiques.collectables



Ban.do



Happy Hummer Art



WA Green



La Double J



Bonnie & Neil

Use florals to create a kitsch aesthetic, tapping into consumer appetite for interiors that feel more fun and daring

- Evolve S/S 20's Flower Power trend with tightly packed compositions and all-over placements
- Give designs a more sophisticated edge by including crafted details, such as hand-painted surfaces on ceramics, or painterly interpretations of florals
- Create a range of products that can be mixed and matched, depending on how bold consumers want to be, and use black or coloured grounds for variety

Mineral Marbling



Hello Mart



Snappy's Boutique



Nook Shop



Mustard



Bread & Jam

Geological contours and stone veinings will remain influential for surface and pattern, but designs should be updated with unnatural digital colours

- Replicate the veins of stones and minerals, and use colour for emphasis, giving natural lines a more dynamic look
- Use marbling techniques for a surreal interpretation of geological contours, and use photoreal versions for a more commercial approach
- Explore bright hues for monochrome designs, or try a mix of colours for a psychedelic look. Create coordinate sets that can be combined together



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