

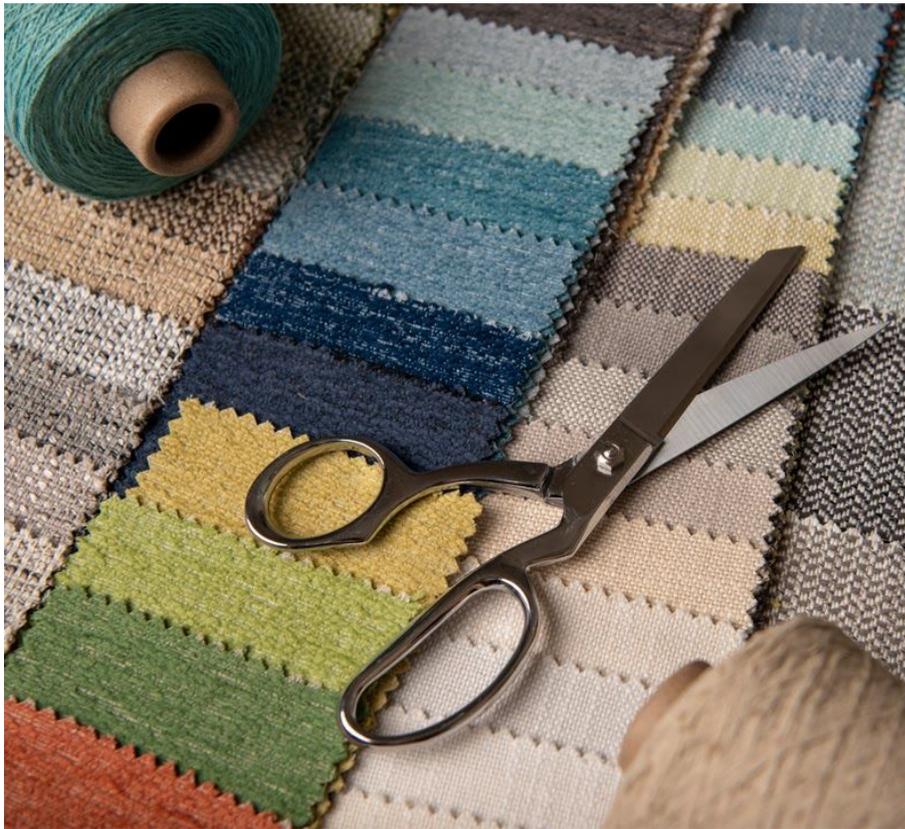
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LOOMING AHEAD

Showtime points the way to upholstery trends this spring.

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At Showtime, InsideOut introduced a new program called Performance by the Yard, which features favorite basics.

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If the recent Showtime Fabric Fair was any indication, and it is, the name of the game in upholstered furniture at spring market will be texture, mod patterns, performance and plenty of color.

Trend forecaster Victoria Valentinas, Owner of VLV Designs who was scouting the show on behalf of thehome.com, says “color was number-one” at Showtime this go-round. “One of the big vendors at the fabric fair has a tagline, ‘every color tells a story,’ and I think that would be a good description of the show itself. What stood out was not one particular color (although in talking with vendors and retailers many are saying blue has risen to their number-one), but depth, with multicolored, multi-yarn, mixed, wrapped and spun yarns. Think lots of tricolor in body cloths, even in neutrals like Charcoal and Chocolate with high/low effects.”

Indeed, she says, for every pattern whether solid or accent, “there were a lot of different colorways. I also heard the term ‘whisper of color’ referring to neutrals. Blush, which was the Pantone color of the year not too long ago, and which I think our industry was a little scared of, was everywhere along with Sage. We’re warming up now, moving from the cool grays to warmer canyon colors, all the way from soft, dusty rose blushes into rusts and cognacs, along with more vibrant berries and hot pinks.”

Meanwhile, the news at Inside Out was “performance by the yard,” according to Christy Almond, Vice President of Product Development and Marketing at Valdese Weavers. “We’re offering Inside Out’s favorite basics, which include six styles in 20 colors that are the kind of foundational texture solids you would want in a program, either by the yard or by the roll. It allows customers to add colors they don’t necessarily want to inventory.” Almond says the styles include “a refined tweed, an indoor/outdoor velvet, a natural look that emulates a cotton linen in sun-washed, yarn-dyed colors and a really beautiful, plush chenille. With all the qualities, yarns and colors you would expect in a designer fabric line, you would have no idea they are performance, but they are made to be highly durable, pill resistant, stain and liquid resistant and cleanable with soap and water or bleach. Inside Out is really the first all-in-one performance fabric that allows

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you to have everything you want in design and color and withstand the elements inside and out.”