

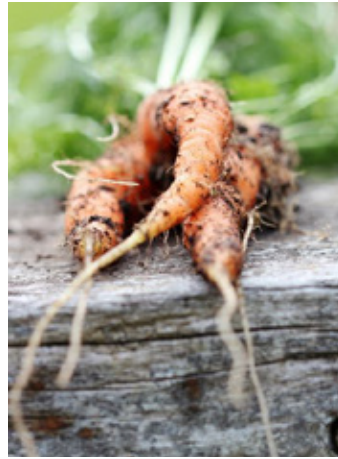
# RAYWARE TREND REPORT



#2  
AW18/19

**Welcome** to the Rayware 2017 trend predictions document for AW18/19. Throughout the document we have picked stand out micro trends and then with careful consideration placed them together into macro trends to help Rayware digest them into useful design led tools.

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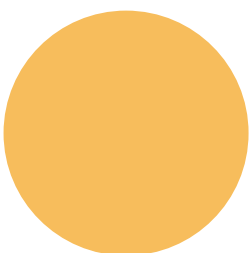
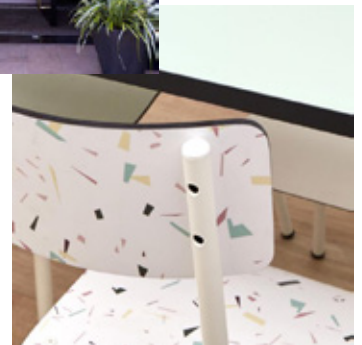
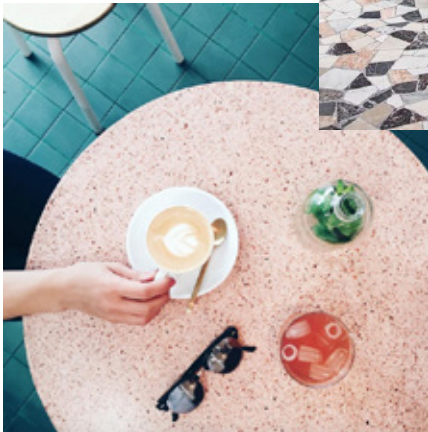
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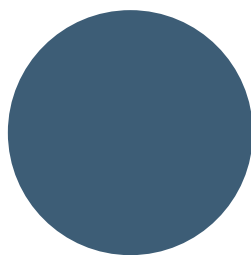
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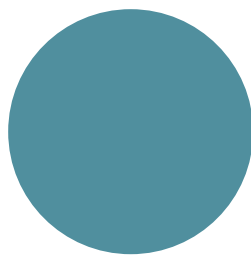
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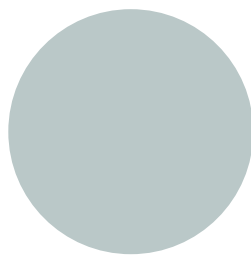
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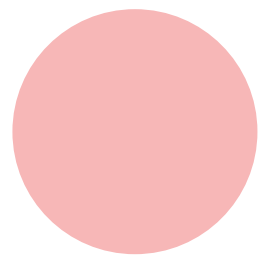
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# Terrazzo

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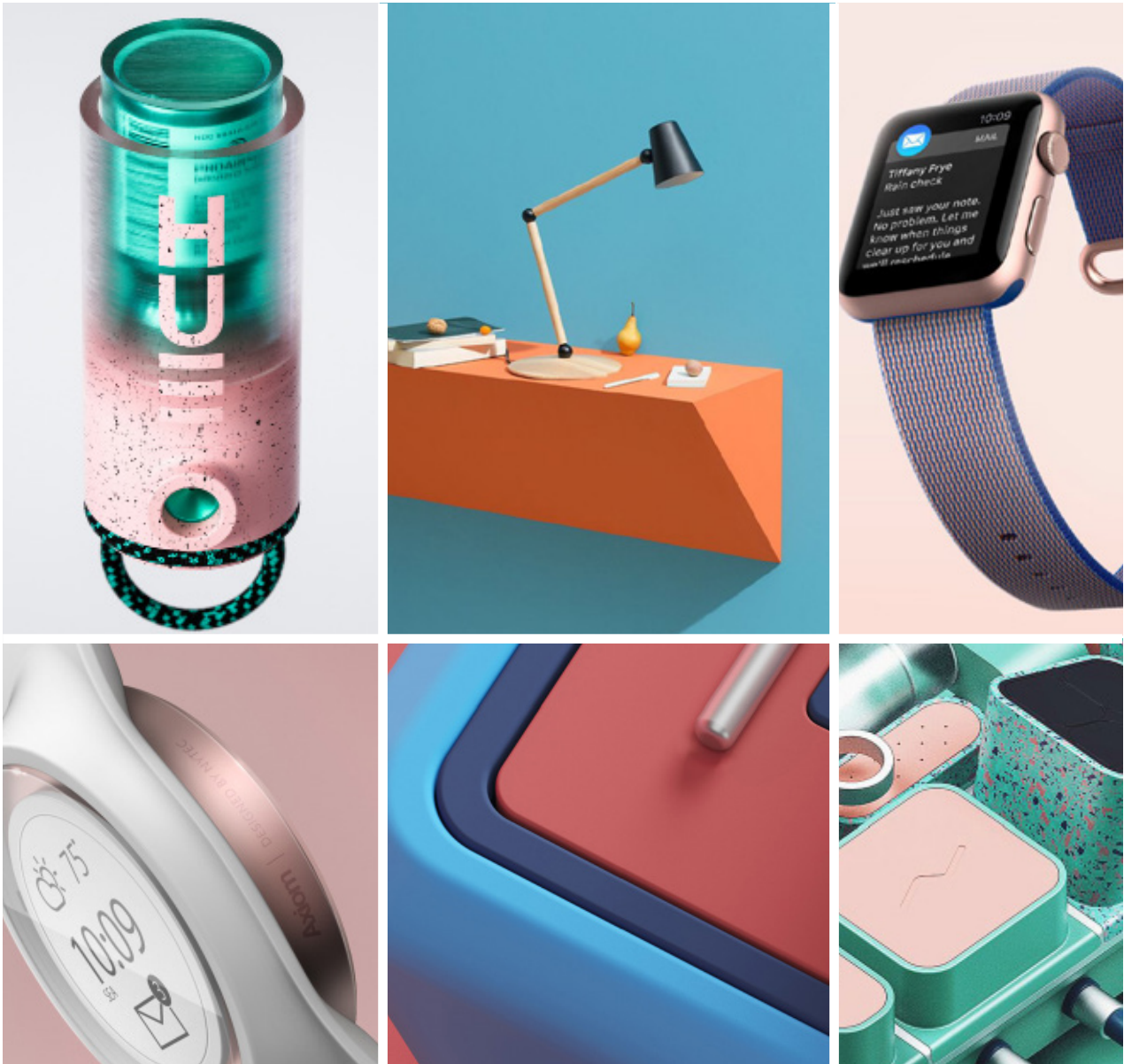
Could terrazzo be the new marble?

The interiors material isn't a new idea, but its recent resurgence in luxury homes and trendy restaurants like Granger & Co have us crushing on it big time once again.

Originating in 15th-century Italy, it came about when Venetian marble-workers who were unable to afford real marble for their floors created the mosaic texture by mixing discarded pieces of marble with clay.

Look down at the floor at a busy train station or airport and often you'll find yourself standing on a speckled concrete floor which, until recently, hadn't commanded much attention from the interiors trendsters.

Scandi design-led brands such as HAY and Normann introducing terazzo-themed furniture and accessories, and images of terrazzo-clad kitchens and bathrooms have been appearing on Pinterest daily.



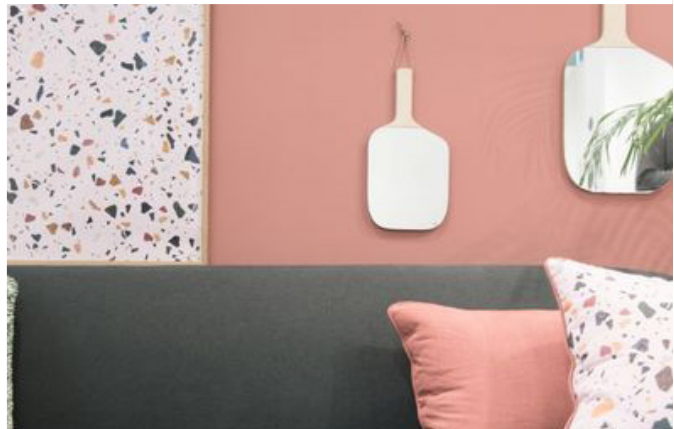
## Product Reaction

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Vibrant design.

The Memphis movement of the 1980s is seeing a revival amongst millennials, as they embrace the brash, bold, and confident colours this style promotes. These vibrant patterns and colours allow for individual expression with clothing choices and beyond to reflect different personalities. It's no wonder that streetwear brands such as Supreme and American Apparel have worked in collaboration with designers that use the visual style of Memphis in their creations.

Wearable devices are also adopting this design ethos to place themselves firmly in the minds of young fashionistas who actively seek out cutting edge technology to enable them to stay ahead of the crowd.



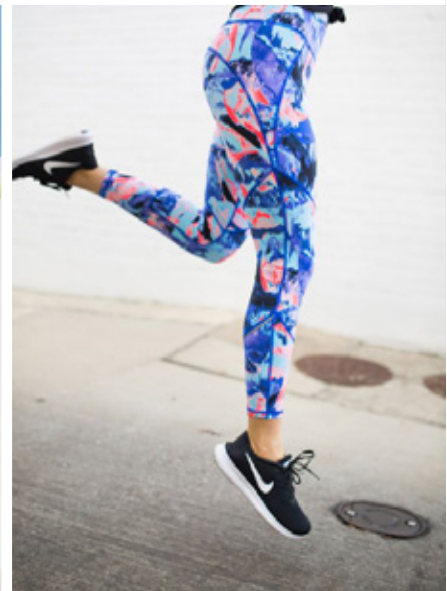
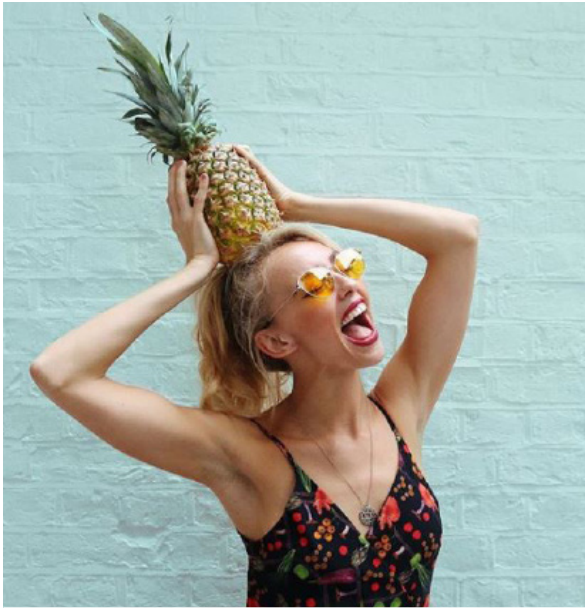
## Interior Reaction

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Vibrant escape.

In essence, Terrazzo evokes tropical climes and sun-kissed escapism from the day-to-day. Strong pastels soothe, while the chaotic patterns stimulate the mind allowing the daily troubles of life to melt away and be forgotten. Blushed pinks, muted blues, greens, vibrant reds and yellows are at the forefront of this trend.

Intrinsically tied to the Art Deco and modern style of Miami, Terrazzo's influence on contemporary consumer goods and visual graphic design is clear for all to see.



## Persona

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### Assured Expression.

Naturally positive, optimistic and aspiring to be the best version of themselves they can be, young adults in their 20s have latched on to the Terrazzo trend. The latest vibrantly-coloured piece of sportswear or the newest food trend is the goal to strive for; confident in their way of life and self-assured of their own health and fitness.

The 9-to-5 grind is unappealing, leading to a higher demand in flexible job roles that allow a more bespoke routine. Terrazzo speaks to the dynamic quest of self-affirmation.



**I FOLLOWED  
MY HEART  
AND IT LED  
ME INTO THE  
FRIDGE.**  
KUSHANDWIZDOM.TUMBLR



## Fear Free

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The Fear Free Food trend is all about eating in a state of happiness. Not caring about fad diets; no clean eating, no cutting out gluten, no obsessing, no anxiety and no guilt: Just focusing how you feel mentally.

Essentially, eat what makes you happy and leave food baggage at the door. With a message of prioritising mental health, the Fear Free Food pushed by young influencers embraces the colourful and chaotic nature of the Terrazzo trend in order to inspire their audience into confidence.

Fear Free Eating has been pushed by young bloggers or writers such as Mellissa Hemsley, two time best selling cook book author. She is now releasing a new book in January 2018 titled "EAT HAPPY: 30 minute feel good food".

#Wellness - posted 13,894,559 times



## All Day Breakfast

With the rise of hot-desking, remote working and the ethos of the digital nomad, the goalposts of scheduled mealtimes are on the move and a more flexible work routine requires a menu to match. The humble egg has become the poster child for this movement, providing the simplicity and versatility required to keep up with the people on board with this trend.

More than just a greasy spoon style fry-up, the contemporary all-day breakfast places health, wellness and convenience front and centre. Exotic dishes such as shakshuka and okonomiyaki lead the charge, filling the stomachs and Instagram feeds of these non-traditional professionals.

#HealthyBreakfast - posted 3,281,450 times



## Easy Street

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Street food culture has arisen as lifestyle preferences shift to embrace the on-the-go mentality of modern living: Grab something quick and tasty between appointments. The flexibility of this new wave of street vendors has been vital to the success of this trend, with even the most obscure cuisine finding its way into the hands of an audience hungry to experience the new.

Even the Great British Yorkshire Pudding has been re-imagined for hand-held eating in the form of a Sunday roast wrap.



## Bowled Over

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The popularity of bowl-based foods is twofold. Firstly, bowl food is quick to prepare and easy to enjoy outside of the traditional dining space, allowing for that flexibility of mealtime craved by the new generation of digital nomads.

Secondly, bowl-based food has the extra benefit of being healthy. Many dishes contain raw fish, but also a large variety of fresh fruits and vegetables like sugar snap peas, radishes, cucumber and various pickled produce: All extremely healthy and very tasty.

These exotic rice dishes originating from south-east Asia, the islands of the Pacific and beyond instil a sense of wanderlust and an escape to somewhere new.

#PokeBowls - posted 225,077 times



## Colourful Food

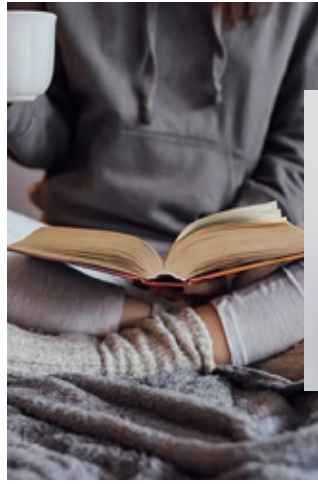
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Instagram has played a huge part in the rise of colourful and striking looking foods, which adorn our newsfeeds and phone libraries. From unicorns to rainbows, food styling and interesting colour combinations give any budding foodie the instant satisfaction of creating vibrant and attractive looking meals.

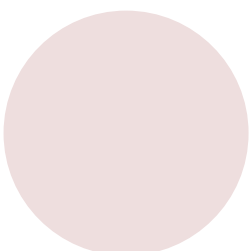
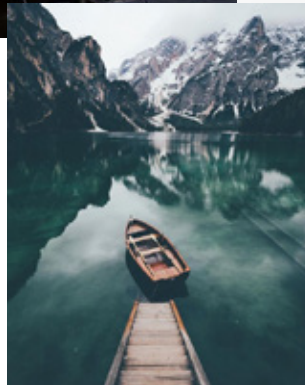
This is not a case of style over substance; the foods chosen are usually made from natural ingredients such as avocado, blueberry's and tropical fruits, with synthetic flavourings shunned. Beetroot houmous, mint pea puree and rainbow Buddha bowls are amongst the top trending colourful recipes on Pinterest.

The combination of health and colour has always gone hand-in-hand, and these vibrant foods fusion the two together in perfect harmony throughout 2017 and beyond.

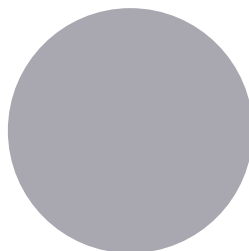
#ColourfulFood - posted 103,374 times



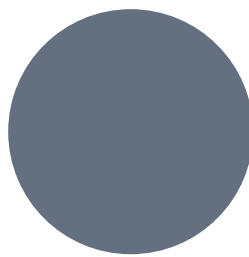
WITH FREEDOM,  
BOOKS, FLOWERS, AND  
THE MOON, WHO COULD  
NOT BE HAPPY?  
- Oscar Wilde



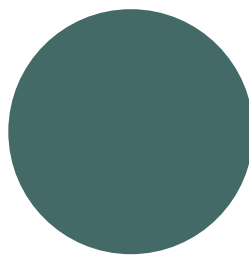
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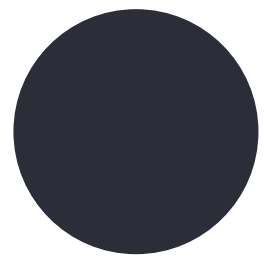
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# Wabi Sabi

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Pared down to its barest essence, wabi-sabi is the Japanese art of finding beauty in imperfection, it's accepting the natural cycle of growth, decay, and death. It's simple, slow, uncluttered-and it reveres authenticity above all. Wabi-sabi is flea markets, It celebrates cracks and crevices and all the other marks that time, weather and loving leave behind. Through wabi-sabi, we learn to embrace rust, frayed edges, and the march of time they represent.

Wabi stems from the root, which refers to harmony, peace, tranquillity, and balance. Sabi by itself means "the bloom of time." It means natural progression-tarnish, aging, rust-the extinguished gloss of that which once sparkled. It's the understanding that beauty is fleeting.

In home decor, wabi-sabi inspires a minimalism that celebrates the human rather than the machine. Possessions are pared down, and pared down again, until only those that are necessary for their utility or beauty (and ideally both) are left. What makes the cut? Items that you both admire and love to use, like those hand-crank eggbeaters that still work just fine. Things that resonate with the spirit of their makers' hands and hearts: the chair your grandfather made, your six-year-old's lumpy pottery.



## Product Reaction

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### Authentic Object.

Wabi Sabi in short, is a way of embracing the imperfections in life. This Japanese inspired philosophy is contrary to the disposable world we find ourselves in. It is about using the old and making it beautiful again. Think old warped wooden items, rusted materials, stained glassware and cracked porcelain and then add sumptuous textures and glorious metallics to bring the piece back to life, revealing a new beauty.

Colour tones stem from solid earthy pigments and bring nature into the home, adding a sense of calming wellness to your lifestyle. Weathering and oxidisation adds purity and authenticity to the piece and makes it even more valuable to the owner.





## Interior Reaction

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Longevity and reuse.

Reusing and re-purposing is not a new trend, it has been done for many years. In modern times, this has been called 'upcycling' and has been mainly embraced by the Hipsters of the world.

Today, this has become more mainstream, with interior lifestyle bloggers and homeware stores now embracing this movement and creating new pieces aimed at continuing this tradition. Instead of the throw away kitchen item, they encourage you to spend more money on a high quality statement piece, which you will treasure and keep for many years to come.

The aim is to invest your money more wisely on timeless design pieces which you hold sentimental feeling towards and when the time comes, instead of discarding, you will repair and love even more because of its imperfection.



## Persona

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### Experiences

Cultural experiences are more important to this trend follower, than the 'have it now' brigade. Exploring different cultures has never been easier than it is today. With the explosion of multicultural cuisines now freely available to us, you can explore many different continents in one street of restaurants or at the click of a mouse if you so wish! This has brought new tastes and flavours closer than ever and such we demand the right utensils to cook with.

Travelling and exploring the world is more important to this trend follower than the stereotypical adrenaline junkie adventurers. Most likely in their 30's, with a good income enabling them to spend money on these experiences, they favour this over materialistic items and instead prefer to take their new found knowledge and inspiration home with them to cook for their family and friends.



## Wellness, Cultural and Creative

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### Creativity

This movement is also about accepting our own imperfections and has strong implications for how we approach getting, and staying fit. Rather than spending hours in the gym, you're encouraged to try a simpler approach and welcome the ageing process. Reducing stress and ridding yourself of material concerns will help you gain the freedom necessary to find the balance to live a more mindful life.

Creativity is key to this style of living. Whether it's taking inspiration from an experience gained, or simply appreciating the sentimental value of Wabi Sabi, it takes a creative person to embrace and live this lifestyle.



## Floral Infusion

The ancient Japanese Tea Ritual is rooted in Zen Buddhism and symbolises aesthetic simplicity. It represents the fundamental Zen principles of harmony, respect, purity and tranquillity. Natural plant based flavours are used, to create subtle sweet tastes and aroma's, often accompanied by flowers which are used to infuse the teas. The tea ceremony varies according to the seasons, with types of tea selected, bowls used and flowers chosen changing to suit.

Floral infusions are not kept strictly to tea they're being used more often in foods such as chocolate, preserves, cakes and even curries. Scattered petals give a creative twist to liven up your meals and bring a heightened sense of freshness and health to your plate. The rich colours make any meal immediately Instagrammable and helps your food stand out from the crowd.

#Floral - posted 12,035,063 times



## Authentic Food

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The perception of perfection and symmetry in food is that it will taste better than its imperfect counterpart. We expect perfectly grown fruit and vegetables, and if there is any deviance to the 'norm' we discard the food, despite the fact it is perfectly edible. This results in billions of tonnes of food waste each year.

Going against the grain, Wabi Sabi encourages us to try nutritional, authentic looking food, which is well prepared, with flavours which can be savoured without the worry of pesticides and pollutants being used. Supermarkets have now started to cotton on to this desire for wonky veg and imperfect fruit and they have dedicated sections in their shops, giving the customer the option to choose authenticity over aesthetics.

#FreshVeggies - posted 248,177 times



## Casual Vegan

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There was a time that veganism was deemed ‘alternative’, with choices for dining out very limited. These days, more vegan restaurants are popping up around the country. Proving to be incredibly popular as competition for more traditional style restaurants. People care more about their food and where it has come from, sustainability and environmental issues have never been more prominent than today with social media playing a huge role in spreading the message.

Mainstream chefs and high profile TV programmes have helped veganism reach a wider audience, as people try “meat free Mondays” and swap their cow’s milk for soya milk in droves. Having experienced different cultures and flavours, people are now more willing than ever to try new foods and break with tradition to substitute for vegan alternatives and reap the health benefits.

#Vegan - posted 149,306,937 times



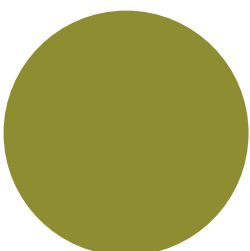
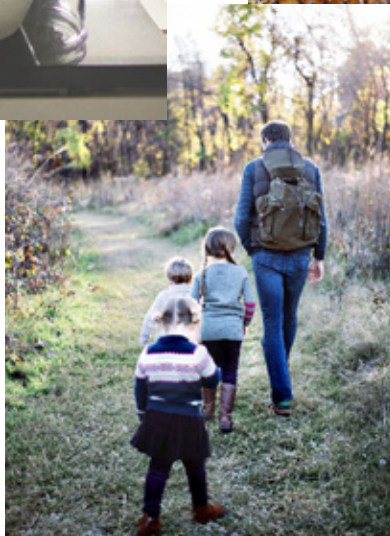
## Wholesome food and substantial flavour

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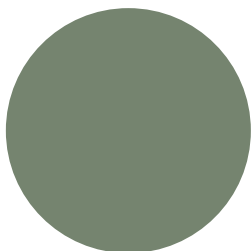
Unfussy, wholesome comfort food epitomises Wabi Sabi. Taste becomes more important than visuals and many types of cuisine including delicious Eastern flavours fit within this lifestyle.

In the past decade there has been a rise in the number of people eating and cooking Asian meals, especially Korean food, which often includes a mixture of fermented vegetables, rice and meats. Bringing the best of both worlds together in an infusion of healthy ingredients and warming, nourishing dishes, we're encouraged to make the most out of what we have to create something simple, with a focus on well-being over style.

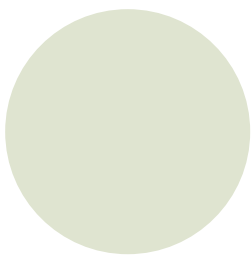
#KoreanFood - posted 3,420,462 times



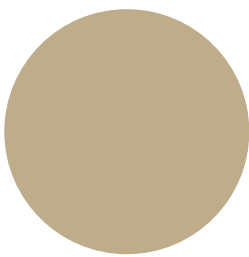
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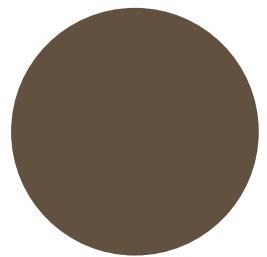
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R 223 G 228 B 208



R 191 G 172 B 131



R 98 G 81 B 63



# Grow Your Own

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Connect yourself with nature and bring the outdoors in. With a rise in health and well-being awareness, we are seeing consumers want to treat their bodies better from the food that they eat.

With awareness about health and well-being top of the agenda, we are seeing more and more people turning to locally sourced food and an emphasis on the desire to know exactly what a meal contains from the ingredients used to the methods they were grown/reared with. This has resulted in a surge of 'grow your own' fruits and vegetables.

This trend is popular with people who care about sustainability, environmental issues and slow living. They take their time to research and educate their children and families about healthy eating and the impact on the environment.



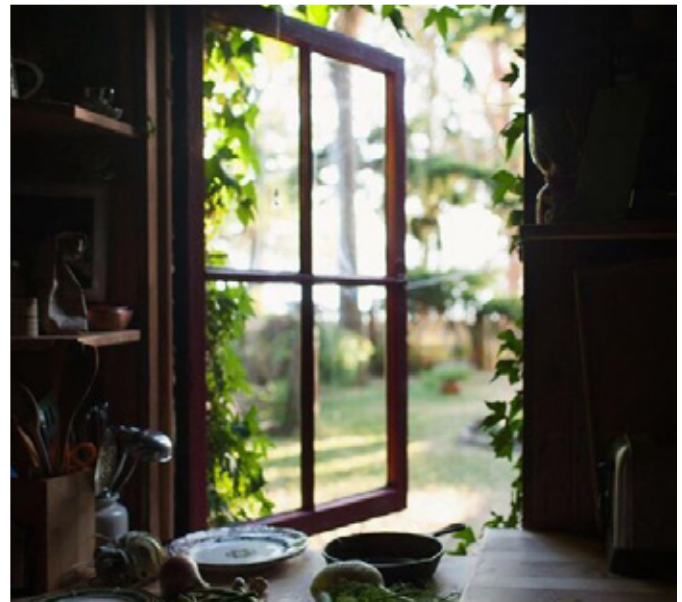
## Product Reaction

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Natural materials.

Natural materials and earthy tones of raw woods, cork and ceramics are being used by many new restaurants and bars, who want to create an inviting homely yet modern feel to their establishments. These materials allow them to add texture and interest to their décor whilst appealing to the environmentally friendly diner or lover of great interior design.

Adding a vertical garden into the mix, whether at home or in a business setting, can help to create that escapism from the urban landscape by surrounding yourself with nature. This can be as simple as allowing ivy to grow up a wooden frame around a window, or it can be more elaborate with an almost art installation feeling to it. Whatever the choice, the Grow Your Own interior landscaper will find a way to bring the outside in.



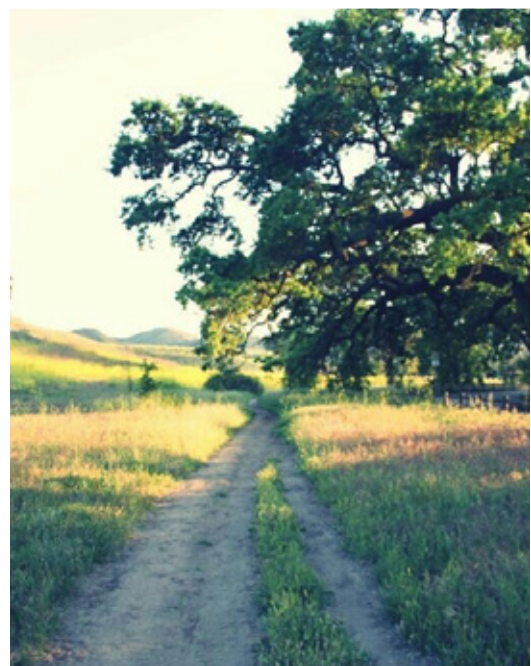
## Interior Reaction

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Outside in.

Adding plants to your home can help to bring a sense of well-being and calm to your life. Often people who grow their own produce like to bring nature into their homes too. This can be in the form of growing plants indoors or can extend to interior design, adding botanical and floral prints to wallpapers and soft furnishings.

Natural materials such as wood, cane, leather and cork in muted colour palettes of beige to warm browns bring this trend into the modern home.



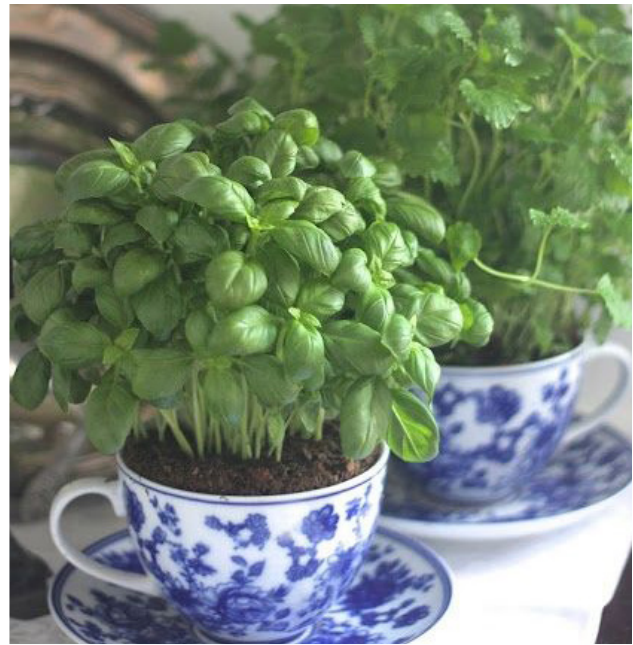
## Persona

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### Family Grower

Most likely a family with a high income, the type of person who follows this trend needn't worry about material costs and has the freedom to choose based on their lifestyle preferences over budgets. Even if the locally sourced product costs double the mass-produced alternative, this wouldn't impact the decision to buy and instead, ethics and morals matter more.

Sitting within the age group 40-60, with children varying from 8-15 years old, this family like to be part of the community; they shop at the local farmer's markets and eat at their local pubs and restaurants because they want to invest in their neighbourhood and feel part of that community spirit.



## Plant Based Dining

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Vegetarianism has grown swiftly in recent years, and the connection with nature and the environment is part of the Plant-Based Dining trend. Bringing more plants and greenery into your life helps your mental wellbeing by giving you a closer connection with Nature.

Growing fruit, vegetables and herbs at home has become more popular and large brands like Ikea have capitalised on this movement and now sell indoor gardening products which use hydroponic technology to efficiently grow plants indoors.

They know that people want the convenience of fast food, but they equally want the health benefits of pesticide-free, fresh produce and herbs available to hand, so growing at home is a good solution.

#PlantBased - posted 11,433,852 times



## Local Food

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As people become more conscious of environmental issues and seek to reduce their carbon footprint further, we are set to see a greater rise in the purchasing of locally produced sustainable produce.

Farmer's markets and growing support of local businesses has never been more popular and the rise of social media has helped local businesses reach new audiences and engage with their local communities, encouraging them to buy local.

Restaurants are also catering to the demand and now use this as a key promotional feature to draw in customers and differentiate themselves from their competition. They are rewarded for responsible behaviour with customer brand loyalty.

#LocalFood - posted 1,132,444 times



## Gut Health

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Gut health has become a mainstream talking point, with TV shows dedicated to showing you how to look after your gut by making homemade recipes to introduce good bacteria's into your system which helps reduce cravings of junk food and heightens your metabolism.

The different food cultures we are now exposed to on a daily basis have had a huge impact on the food we eat and the variety we are willing to try, including Korean dishes, poke bowls and vegan cuisines, which are all high in fibre and help stave off junk food cravings and boost your metabolism.

The obsession with gut health is set to continue long into 2018 as people seek out new products which help them make foods rich in good bacteria easier to make.

#GutHealth - posted 723,023 times



## Functional Health Drinks

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Continuing on the gut health line, we're seeing an increase in the number of people looking for alternative drink options to sugar-rich soft drinks and traditional tea and coffee. Kombucha is leading the way in this movement as consumers react to the upcoming Government sugar tax which will be introduced in the UK in 2018.

This will see the price of soft drinks rise, as people question what they consume and search out healthier substitutes. Kombucha and kefir have risen in popularity as they offer an added benefit of being good for digestion, as well as low in sugar as they are fermented drinks which are high in nutrients and probiotics.

Pre-made health drink sales are anticipated to grow in the UK as we follow in the footsteps of the US, but as we see people become more cost conscious and the desire for homemade getting stronger, this will also impact the sales of drinks dispensers and specialist equipment which allow people to experiment with health drinks at home.

#Kombucha - posted 121,747 times





## Sugar Detox

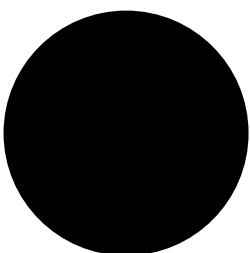
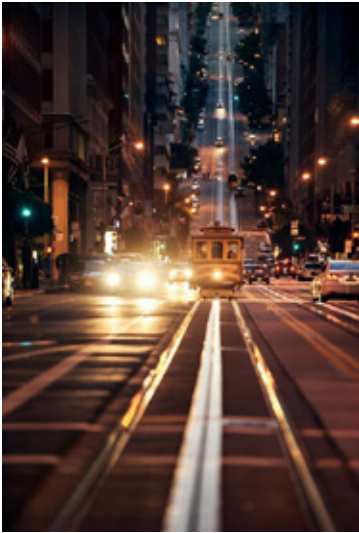
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Sugar has long been identified as an unhealthy additive, but in recent years the spotlight has been shone on this topic through mainstream media with newspapers and magazines reporting on the obesity crisis facing the modern world. TV shows such as ITV Sugar Free Farm, which challenges celebrities to live without sugar in their diet, have helped highlight the difficulty in cutting out sugar of your diet.

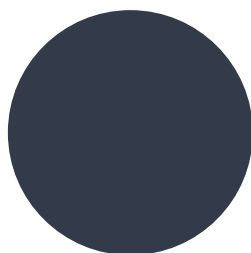
Making meals from scratch so you can control what is being added to your meal is becoming more popular. Inspiring people to find quick, healthy recipes which can be made with ease at home. Celebrity chefs such as Joe Wicks have been instrumental in getting this message out to the masses through the use of social media.

It is widely known that reducing sugar will help you to lose weight, feel more energised and improve heart health but the impending Government sugar tax is likely to make people and businesses to take more notice of this in the immediate future.

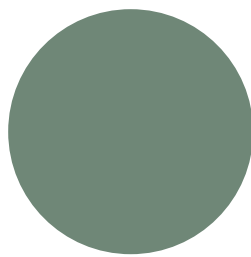
#SugarFree - posted 2,860,485 times



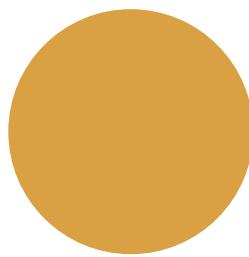
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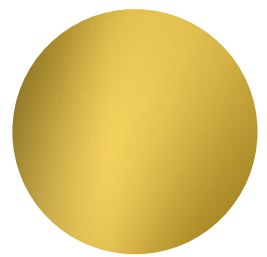
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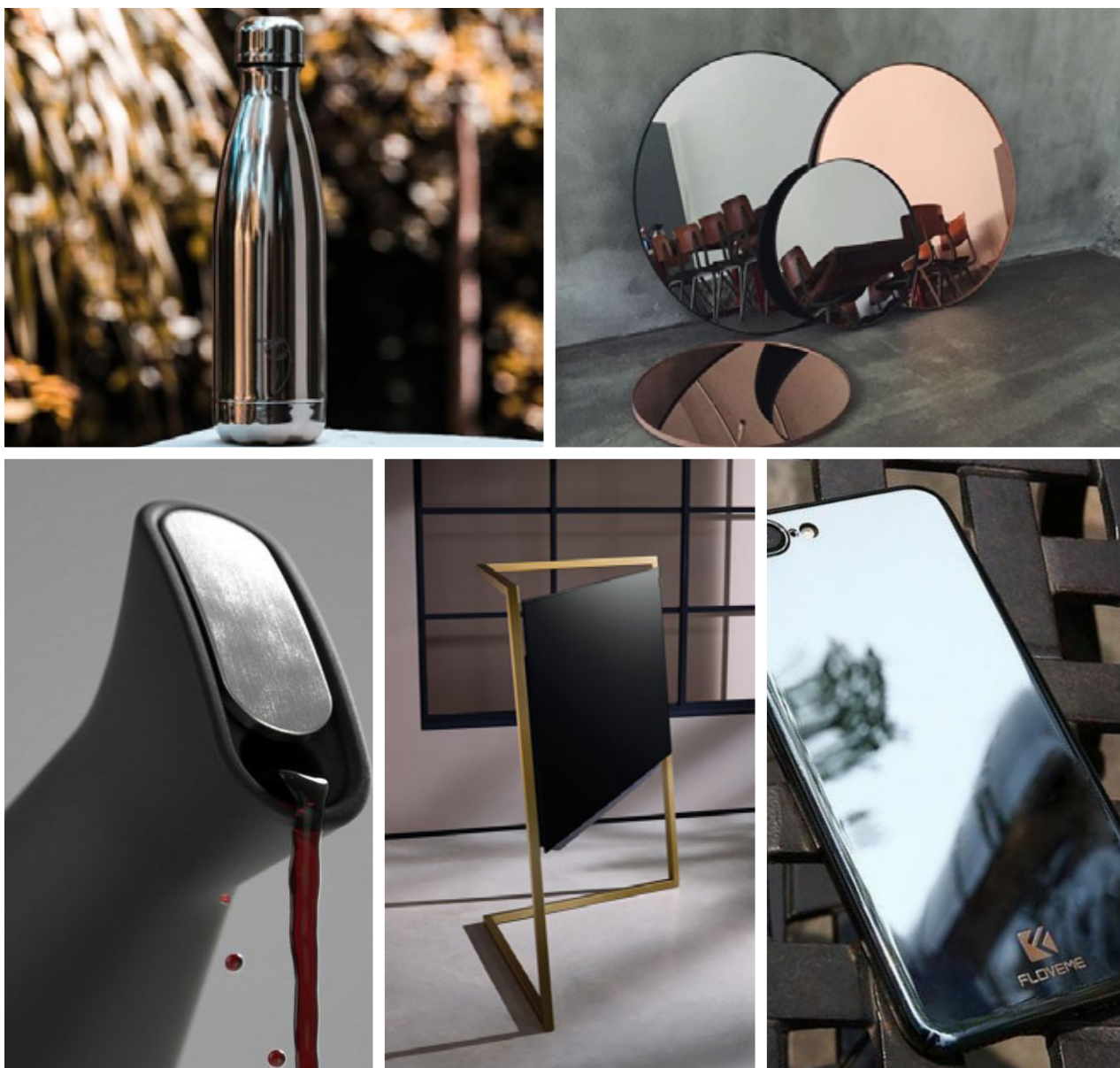
## Dark Luxe

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Using different tones of black can help to create a calming influence in your home and evokes a feeling of grandeur.

It also serves as a perfect base to add accent colours to personalise the space and generate warmth. Rich metallics are the perfect accompaniment and help to create a luxury feel to interiors with the Art Deco movement heavily influencing this style.

Slate Black ensures the right mixture of dark and warmth whilst the Dark Luxe trend is designed to make your prize possessions stand out as a statement in the home.



## Product Reaction

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### Metallic Magic

Accent colours of gold, copper and brass work really well with a black back-drop. The dark hues help the metallics shine and give that luxurious and sumptuous feel to products and materials. The popularity of rose gold has increased in recent times and TV chefs such as Nigella Lawson have helped to bring these colourways into the forefront of design trends with newspaper articles reporting how you can replicate her kitchen for yourself.

Demand for metallic materials has been big in 2017 and we expect to see this trend continue into 2018 across interior design, home appliances, kitchen products and fashion, with popular magazines such as Vogue and Elle Décor citing it as one of the top 10 trends for 2018 coming out of Paris Fashion Week.



## Interior Reaction

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### Black Flame

Taking inspiration from the Art Deco movement, clean lines combined with luxury metallic materials create a rich finish to interiors, whilst the dark tones add a twist of modern style.

Used on a statement wall, as a matt finish on a ceiling, or even a high gloss top coat on a piece of furniture, the versatility of black can add depth and interest to spaces with a lot of white, blush pinks and metallic finishes. Feng shui also embraces black as a way to inject good energy into your home and it helps to bring much needed calm to a busy room.

PPG Paints has named 'Black Flame' as their colour of the year, which encapsulates the Dark Luxe trend perfectly and is a colour that is set to be featured in plenty of interior designers mood boards in the upcoming year.



## Persona

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### Expressive Luxury

The luxury trend will most likely appeal to the affluent 40-something city dweller, who lives in a small property and has the ambition to bring sophistication and understated elegance to their home.

They would be a creative, trendy type who enjoys living the café culture lifestyle and extravagant luxury holidays to the Maldives or similar. Small luxury accessories are a must, not just to help them feel good but because of a genuine interest to have nicely designed items.

To them, money is not an issue and they choose quality products that are stylish and well designed to fit with their modern lifestyle. They enjoy heading out to experience coffee in a cafe instead of preparing their own before they head out, to them the extra cost is worth it.



## Precious Metallic

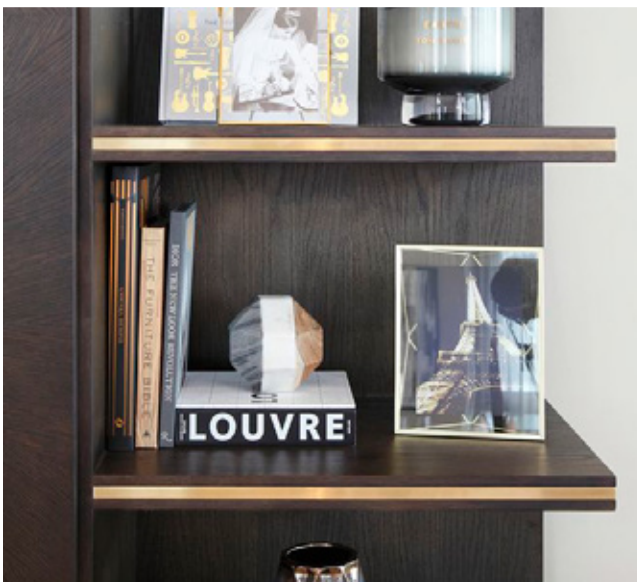
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Metals add a luxury feel to interiors, whether it is a coffee table frame or a hanging pendant light, gold continues to be one of the most popular metallic colours.

It is accessible to everyone and versatile enough to complement a variety of dark rich colour palettes. We have seen a progression into soft furnishings with embroidered fabrics and gold trimmings being used in high street interior stores and fashion retailers.

The appeal of gold metallics is not limited by age, as we see younger Millennials taking inspiration from their favourite cafes and lifestyle blogs through to Generation X who takes a keen interest in interior design magazines to replicate this trend at home.

#LuxuryLife - posted 8,325,009 times



## Dark Wood

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Earthy, raw dark woods naturally compliment the Dark Luxe trend, with materials such as walnut and rosewood prevalent.

Marbling and charring techniques on wood, giving a blackened surface effect can be used as statement pieces to bring the style together in a room to create a cohesive design. Natural materials help us reconnect with nature in the home to bring calm and tranquillity to our hectic lifestyles.

This dark wood style is very versatile and fits nicely with a number of other trends, we expect to see dark and natural woods around for a long time.

#Earthy - posted 274,078 times





## Activated Charcoal

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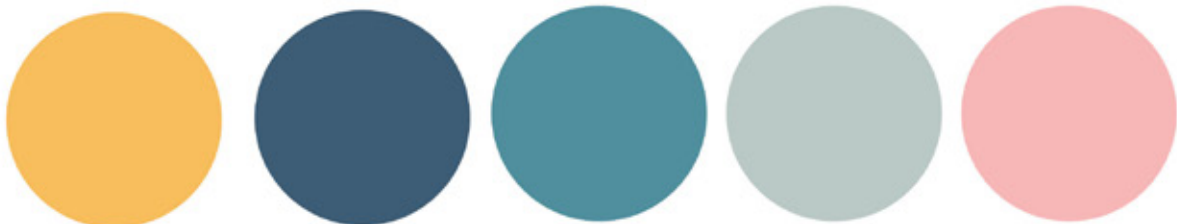
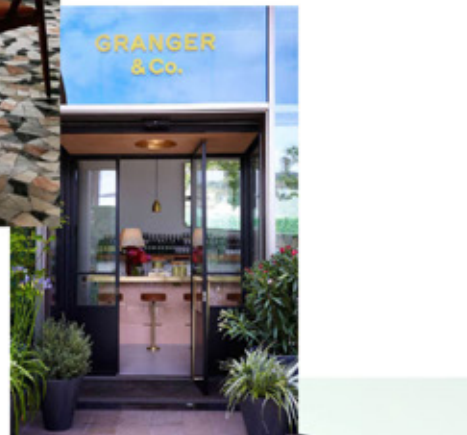
By bringing together the gut health movement with the Dark Luxe trend, adding activated charcoal to your meals has become popular as a way to detox, help digestion, reduce cholesterol and even claims to have anti-ageing properties. Whilst there are many health benefits to be had, another reason people are trying out this new ingredient is to bring the 'wow factor' to meals by adding pitch-black colour to food and drink.

From ice-creams to hamburger buns and everything in-between, the internet has been swamped with Instagram-worthy images of everyday foods which have been given the charcoal black treatment.

Activated charcoal is typically made from burning coconut shells or bamboo, and has become a popular ingredient to add to foods, with people experimenting and posting their results on social media. It has attracted a lot of press attention and has become the next big trend for fashion followers.

#Charcoal - posted 2,583,058 times

# Recap - Terrazzo



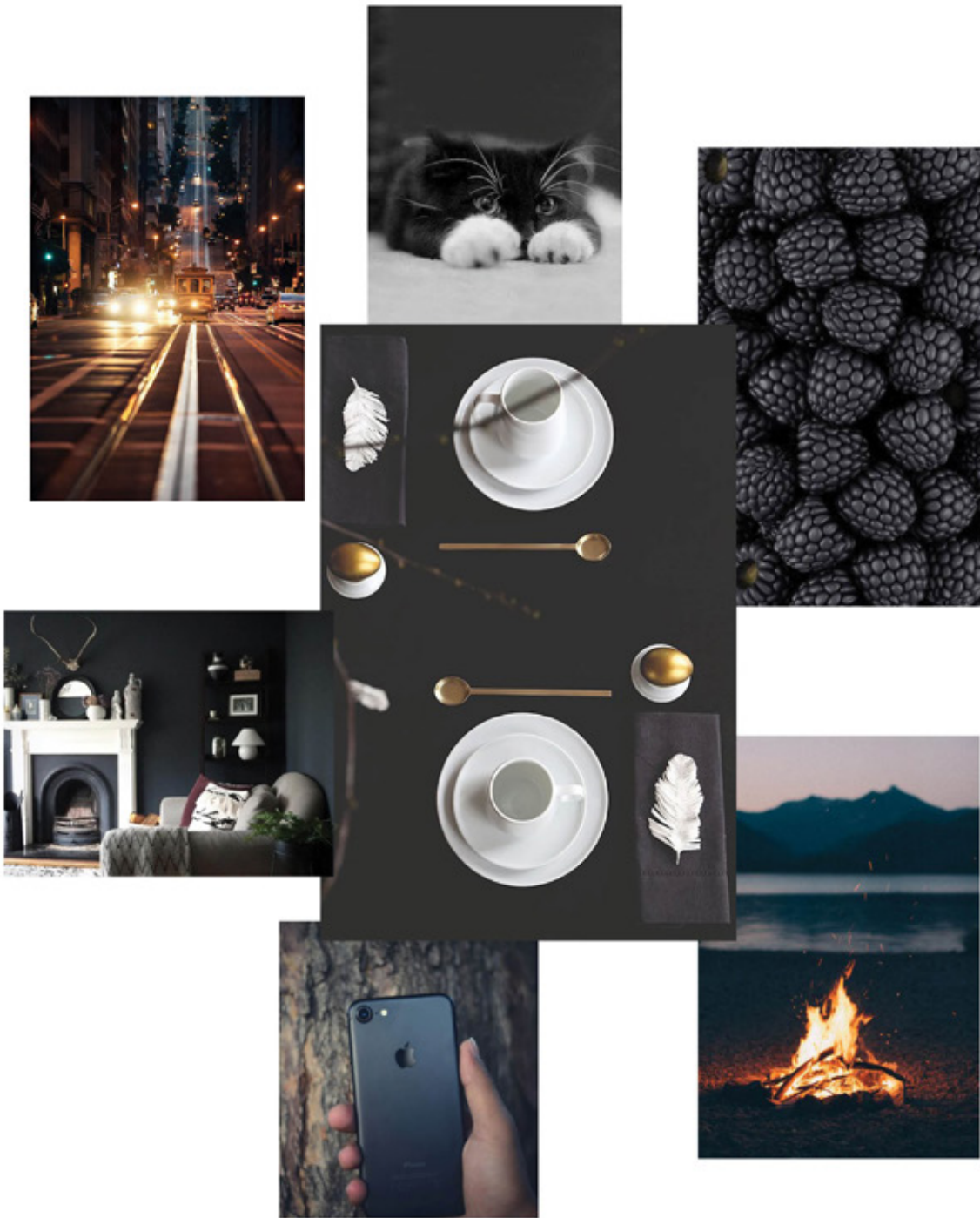
# Recap - Wabi Sabi



# Recap - Grow Your Own



# Recap - Dark Luxe





**Thank You** to all who contributed in finding images and helping put together information for the document. The report has been a joint collaboration.

Hopefully this document has been helpful and not only helps staff think up new products but also new ways of presenting products via social media or on packaging.

  
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