



Hot Trends for 2009

Overview

In this discussion we will talk about three areas of interest: Design, green concepts and cost saving ideas.

Design

Whether your focus is weddings or corporate events your goal is to create an experience that will blow your guests away. .

How will you accomplish this? What's hot and what's not?

1. Forget conventional wisdom. Who says everything has to match? Don't be afraid to experiment
2. Use of color to make a statement – take inspiration from fashion, interior design and art
 - a. Pantone predicts bold, bright colors for spring tempered with muted and neutral colors. Popular combinations include fuchsia/khaki, lavender/celedon/beige, bright greens/nectarine, indigo/light blue, lemon/grey/white. Neutral palettes will be accented with pops of bright color
 - b. Predictions for fall include deep, dark colors with pops of brightness and tone-on-tone neutral palettes
 - c. Martha Stewart is showing oranges and pinks. Expect brides to be influenced by her
 - d. Black and white will continue to be popular. Tiffany blues, browns and beiges and bright greens and browns will be popular as well
3. Look for lots of texture and embroidery
4. Unusual chairs and covers are great ways to create a look
5. Find different ways to accomplish something – seating cards hanging from trees or even on blinds, bulletin boards as guest books. Anything unusual and different

6. Tabletop
 - a. Centerpieces don't have to be traditional florals. Incorporate edibles, branches and vines. Look for beauty in unexpected places – hardware stores, thrift shops
 - b. Fill containers with fruit or other things that can be used again.
 - c. Make use of candles in different heights and colors and use unusual containers to hold them
 - d. Look for china patterns, glasses and chargers in different colors and patterns to bring color to the table.
7. Buffets
 - a. Experiment with non-traditional displays. Go vertical with shelves instead of tables, or suspend food stations using pipe as framework
 - b. Fun containers can hold utensils and napkins.
 - c. Build a work of art out of your food stations. Martini glass trees, small plates in multi-tiered holders
8. Bring your guests into the experience. Interactive activities can become part of the décor
9. Use furniture to separate space into distinct areas

Green concepts

1. Create reusable centerpieces and buffet elements using trees and candles. Guests can take trees home and plant them
2. Select linens that don't need to be dry cleaned
3. Use linen napkins instead of paper
4. Use disposable bamboo products for a higher end look than disposables made from starches
5. LED lights instead of traditional electric

Cost saving ideas

In this economy, how will we save money for our clients? Where will you spend a limited budget?

1. Instead of going for a whole look on a table, use chargers to bring in color and dimension
2. Incorporate both cotton ploy and specialty linens. Alternate patterns with solids in cotton ploy to help stretch the budget further.
3. Plates don't have to be plain white. Create a look with china for less than specialty linen
4. DIY, especially in the bridal market
5. It's a buyer's market. Be prepared for clients to ask for deals so think ahead about what you are willing to negotiate