

## Press Release

### Heimtextil Trendtable at Tendence in July 2009

Auckland, 18th May - Every year in spring, the Trendtable meets for two days in Frankfurt am Main. Their members exchange their ideas and develop joint international predictions for the coming season.

The creative personalities taking part presented innumerable illustrations, colours, new materials and textures from all over the world. The huge range of influences will be collated for the first time by Mayouri Sengchanh of Carlin International (France). She is responsible for the conceptual development and design of the Trend Book.

This year, the Heimtextil welcomed a new member to the Trendtable, Maria Olofsson of ColourHouse (Sweden), who brings a Scandinavian influence to the Trendtable's work. Maria Olofsson has been with the ColourHouse firm of stylists, which was founded in 1981 for three years. She works with design and in the education field, and prepares trend and colour prognoses for the fields of product design and strategic design concepts.

Five other design studios contributed to the 20th Heimtextil Trends:

Anne-Marie Commandeur of Stijlinstituut Amsterdam (The Netherlands), who heads a team of designers specialising in the fields of textile innovations, prognoses, colour trends and strategic design concepts. With Arie Vervelde as Art Director, the Stijlinstituut is a versatile force that ensures fashion companies and fashion-oriented firms are kept posted about the latest developments.

Mayouri Sengchanh manages Exalis together with Dominique Cherpin and represents Carlin International (France), the world's oldest trend agency, which ranks among the top five of the sector. Carlin provides services relating to style marketing, brand development and consulting, trend scouting, sector-oriented trend books and the individual elaboration of colour and trend worlds in cooperation with customers at special workshops.

Claudia Herke, Cem Bora and Annetta Palmisano of stylists Bora. Herke (Germany) have been developing contemporary trends, identifying and visualising new movements in the fields of fashion, furniture and lifestyle since 1990.

Dan Namura of Dan Project (Japan) joined the Trendtable last year. The young Japanese designer from Tokyo can trace his origins back to the renowned 'yuzen' craft of dyeing and weaving kimono fabrics in Kyoto. Dan Namura designs not only furniture fabrics, bags and garments but also fine textiles and colourful graphic prints.

The Future Laboratory also took part in the Trendtable for the second time and was represented by Kate Franklin, the Creative Director of the company, which was founded in 2001. The Future Laboratory is one of the most important trend-prognosis networks in Europe.

"It is always very exciting to see the outcome of the Heimtextil Trendtable," says Monique Surges, CEO of the New Zealand German Business Association and representative of the Heimtextil in New Zealand. The Trendtable is a long and well-established orientation tool, she adds, encouraging New Zealand manufacturers to seek information, inspiration, and confirmation in what they are doing.

The Heimtextil Trends for 2010/11 will be presented at Tendence in Frankfurt am Main on 6 July 2009. From the beginning of July, the [Heimtextil Trend Blog](#) will provide regular details of the latest developments in connection with the fair.

More information:

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