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GLOBAL TRENDS FOR 2020 - 2021 THE SCOPE OF CRAFTS –COVID AND BEYOND

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What are we mapping?

- Global trends and consumer behaviour in the present times
- What is and what will be moving and trending across different product categories and its relevance to craft sector
- What are consumers looking for in the changed times





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Who is it for?

- Artisans and Producer groups
- Designers and Marketeers
- Anybody working in the crafts sector





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How will it help?

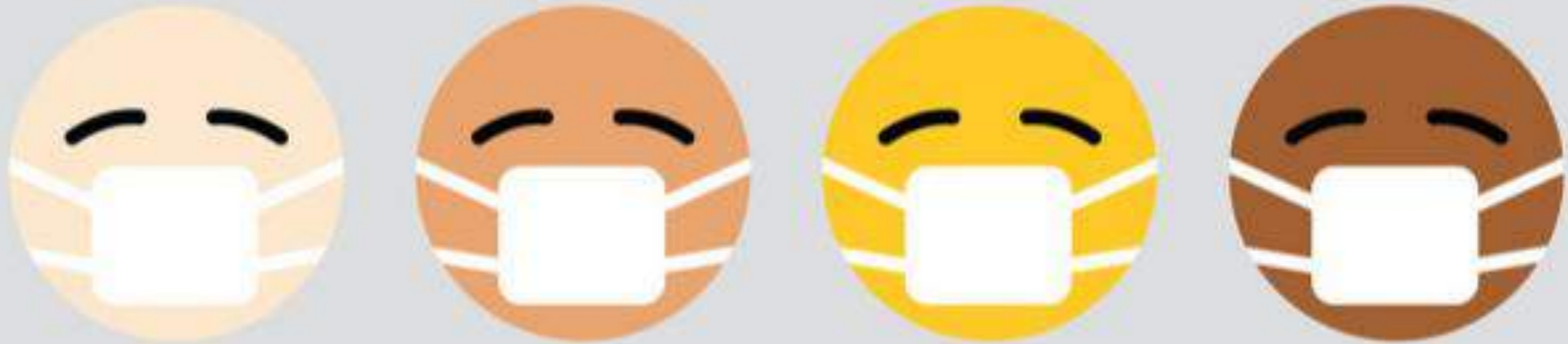
- Provide a collated ,tangible body of information with graphic simulation of market and consumer data
- Suggestive line of products in different categories, color directions, looks
- A source of inspiration to many artisan collectives to adapt to changed times
- Product direction and specs with corresponding crafts and mediums





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Corona virus changes the consumer mindset, largely accelerating strategic shifts, creating a new spending landscape.



Visuals on Unsplash



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Key Consumer Insights

- Significant consumer uncertainty
- Change in spending patterns, reconsidering values around consumption
- Meaningful consumption
- Survival mode on
- Nowhere but Home



Kelly Sikkema



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Key Accelerators

- Sustainability – A mixed picture
- Emotional isolation, A Meaning Economy
- Creating a better life
- Individual and collective good
- Anxiety and fear
- Tech-cellaration
- Digital sampling and 3D modelling to sample products
- Virtual services and experiences



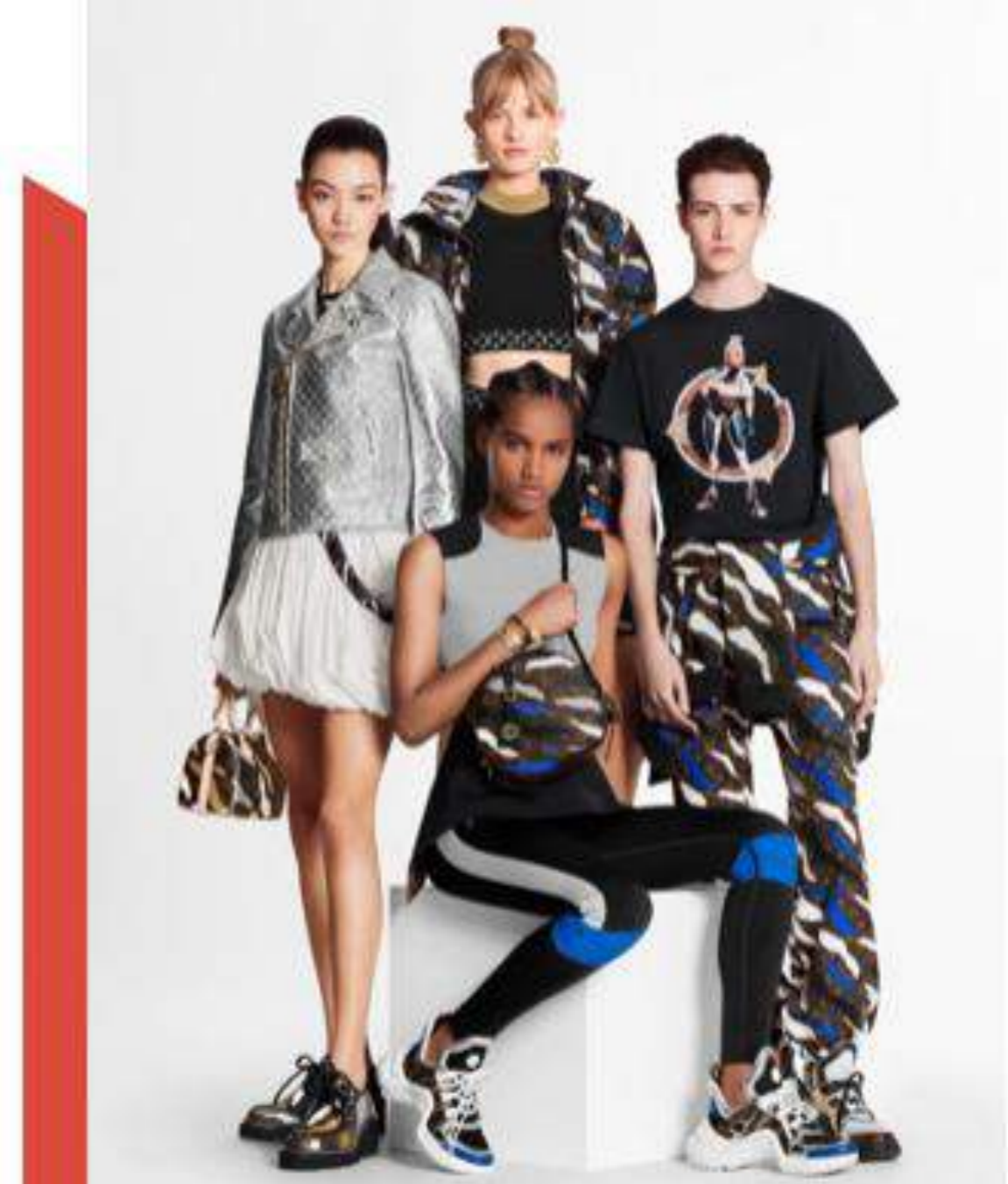
Cabin Fodder tumblr



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Key Design Cues

- Tech-cellaration
- Artful upcycle/ Second life
- Sustainable attributes
- System thinking than product focused design
- Creating experiences than just products
- Celebrating small happiness
- The new authenticity
- Cross industry cross discipline innovation





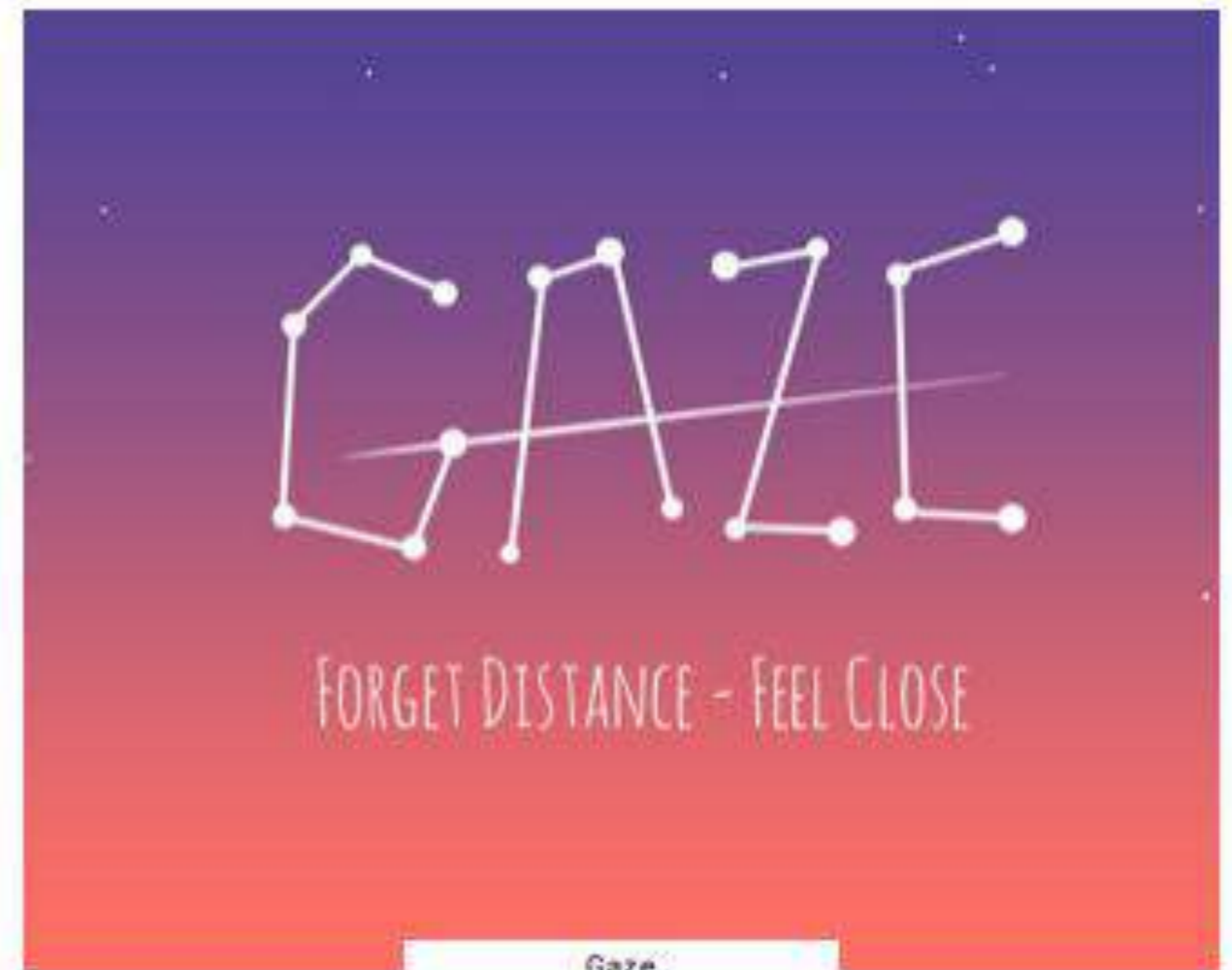
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Key Consumers Drivers

- Individual and collective good
- Explore Cottagecore - Creating simulative experiences and stories
- Time well spent, living livestream
- In-person to non-personal experience of fulfilment
- Get Transcendental – Self-reliant, self-sufficient, self-satisfactory narrative.
- Strategies that enhance a sense of security, well-being and promote calm



Bang & Olufsen



Gaze



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Key Product Categories

- Home and Work from Home
- Health and Hygiene
- Travelling for Work and Beyond
- Gifting & Packaging



Southern Living



The Pioneer Woman



The Wondersmith



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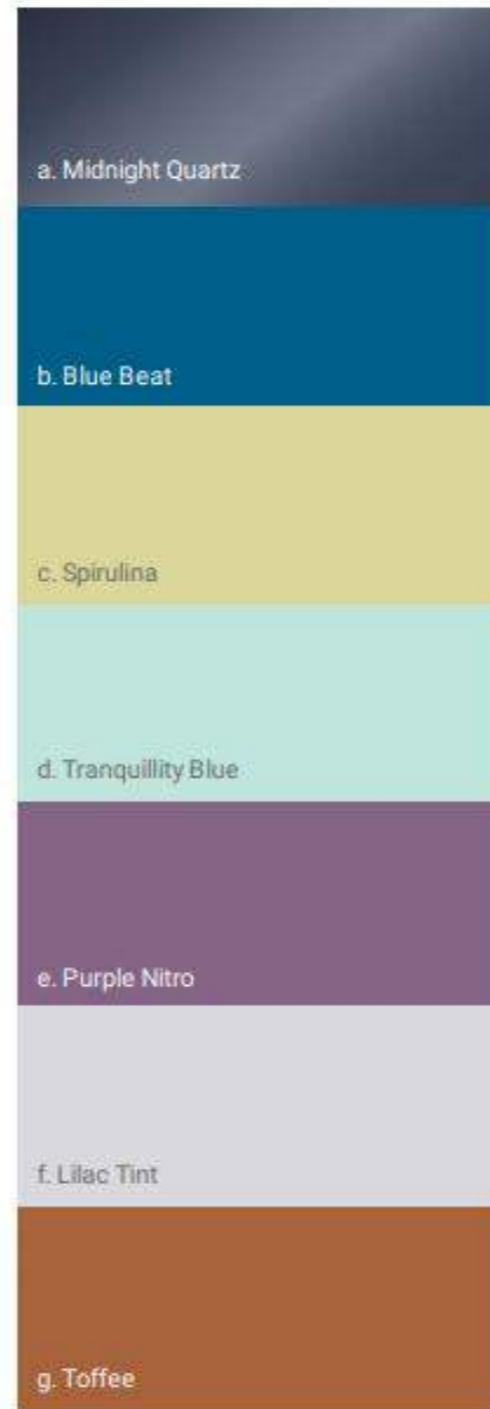
Key Mood and Theme

Mood & Colour

TransForm



Live DIY Ideas



Target



Nice Price Favors

TransForm takes inspiration from nature with sandy textures and seashells, and blues and purples that call to mind the ocean and sky. Mystical motifs and moonscapes bring an otherworldly edge

- The colour palette balances natural and artificial hues, including ocean blues and a slightly luminous green
- Textures and finishes have lunar and aquatic qualities, such as pearlescent and mercury glass treatments

Mood & Colour

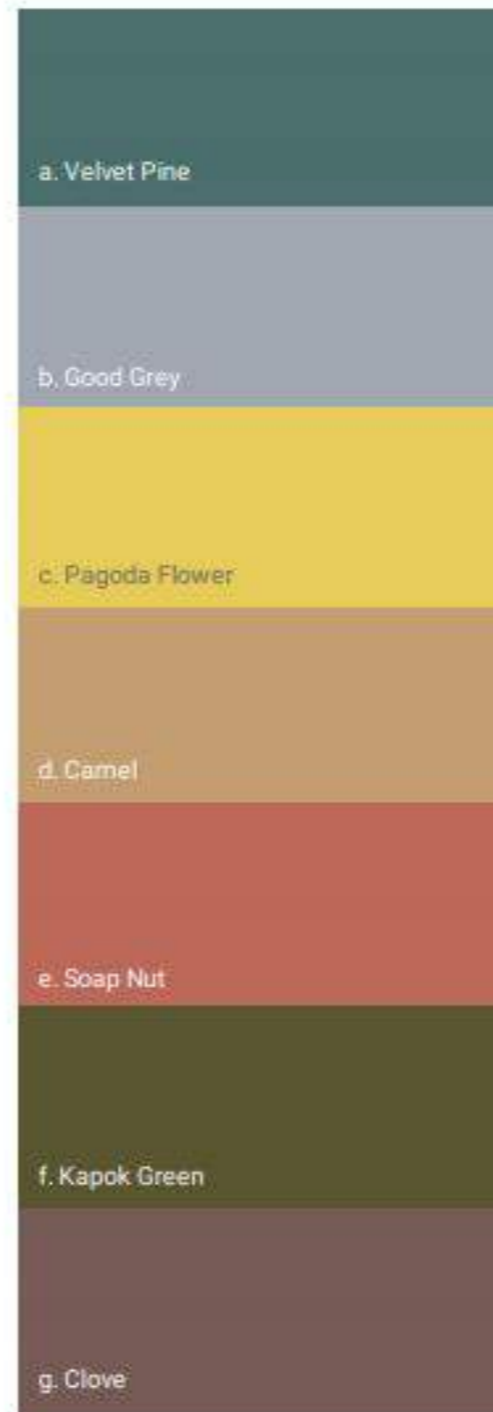
HomeSpun



The House That Lars Built



The Venue Resort



The Imagination Tree



Handprinted

HomeSpun focuses on simplicity and craftsmanship, with natural touches and DIY elements. Craft activities become both part of the prep, and also the party

- Colours have a sophisticated and muted quality inspired by organic dyes and natural materials
- Celebrate imperfections such as frayed edges and irregular forms, and embrace the tactile and authentic appeal of natural materials

Mood & Colour

GameScape



Cocorrina



Brit & Co



@peachy.fizz

GameScape is an optimistic and colourful direction, focusing on fun designs that borrow freely from elements of both physical and digital life

- Colours in this trend have a hyperreal quality, inspired by both retro design and computer-generated images and graphics
- Have fun and create playful products that embrace kitsch aesthetics and tongue-in-cheek motifs



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Home & Work from Home

- My home My Sanctuary
- Prioritise Sustainability
- Colours to influence mood
- Blurring the outdoor and indoor
- Play on Nostalgia
- Unplug at home
- Cultivating Space and Curating time



Green Wedding Shoes



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HAPPY AT HOME: RUSTIC CHARM

Craft and tradition inspired decor, natural materials and mediums





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| Home & Work from Home |

GREEN SCREENS

| PLANT CANOPIES | LIVING WALLS | POT IT UP |



Arch Daily



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BAMBOO, GRASS AND CANE

Contemporary aesthetics, Functional designs



NATIVE LOOKS, FUNCTIONAL DESIGNS

Adapting sustainable, natural materials and traditional techniques to the consumers preferences, tastes and values



PASS ON THE LEGACY

Return to Primitivism - Everyday products handcrafted in traditional crafts with finesse





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| Home & Work from Home |

ECO- LIVING

The Cooconing Psychology leads to comforting, playful, soothing furnishings



PRODUCT IDEAS TO WORK ON WITH CRAFT INSPIRATIONS

- Gadget Accessories (laptop covers, mouse pads, cord organisers, stationery case, pouches)
- Table Decor (coasters, trivets, table mats, runners, table spreads, cutlery organisers, t-lights and candles)
- Desk Organisers (Pen Stands, Notebooks, lamps, file/paper storage)
- Wall décor (wall art, clocks, frames, mirrors)
- Greenery at Home (planters, pot-holders, small pot trinkets)
- Home linen
- Small furniture (side tables, laptop stands, mobile work stations)
- Make shift screens, repurposed furniture.



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- | Health & Hygiene |
- Self care
- Health food
- Mindfulness
- Sustainable lifestyle



Xinhua News



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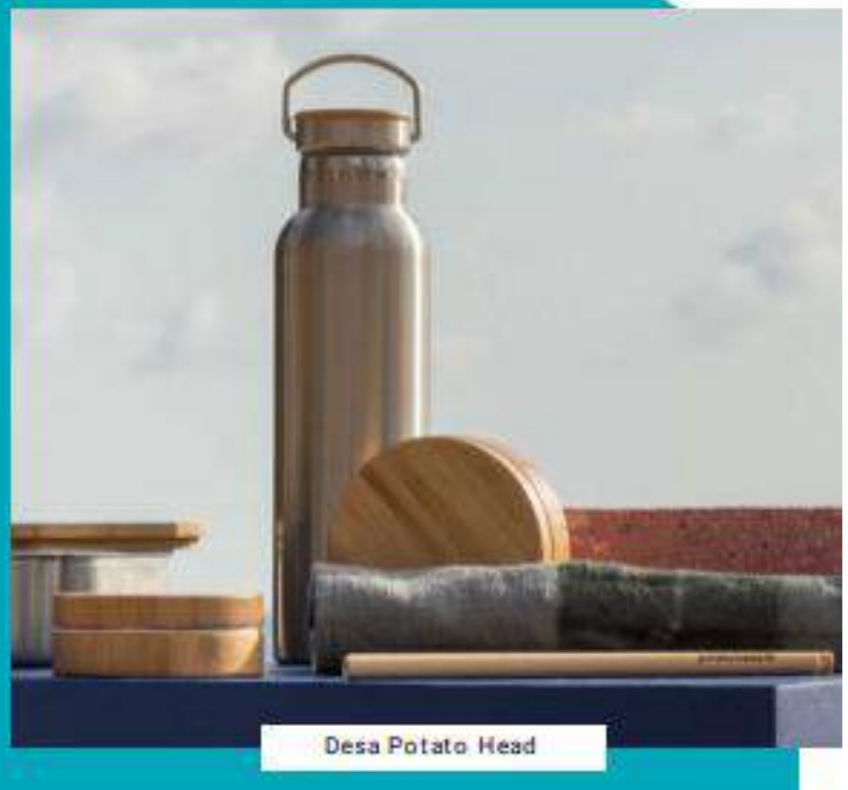
ESSENTIALS

Functional Needs mapped with Aesthetics



Building Resilience

Realign personal accessories and rituals





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DIY KITS

PROVIDING A CREATIVE OUTLET THRAPEUTIC MINDFUL CRAFTING



Yield Design



She's Lost Control



Teddy Schuyers





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GROW YOUR OWN

Rural Self Sufficiency, Cottagecore



Tri Lanka



Saorsa 1875

Sustainable alternatives and Living



Immersive Greenery



SelgasCano





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- Gifting & Packaging |
- Gifting experiences than just products
- Sustainable materials
- Reuse, recycle
- DIY kits
- Thoughtful stories
- Kindle Nostalgia





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TAPPING ON THE MILLENNIALS IN ACTIVITIES

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Archzine



Show Home



Jen Hewett



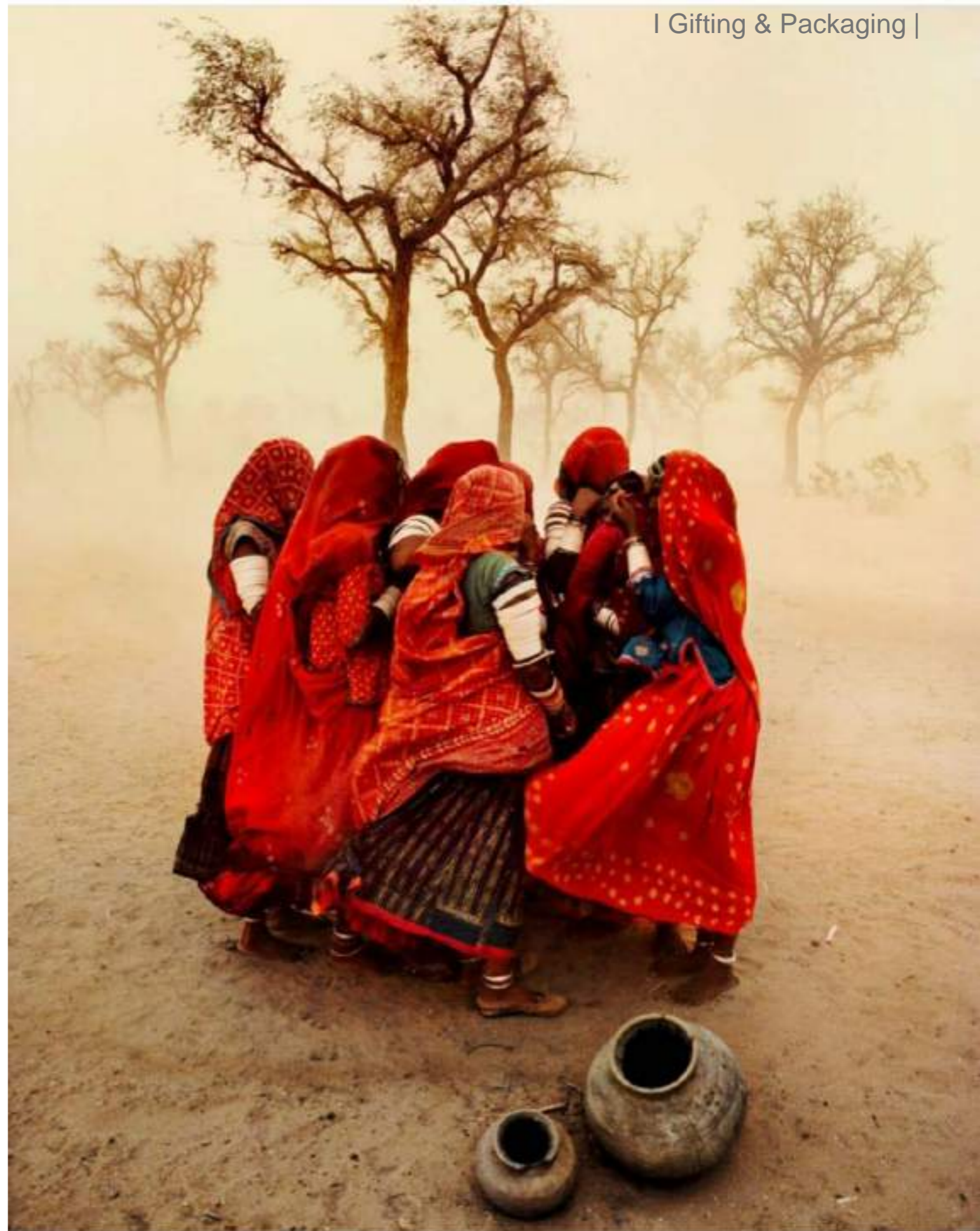
Pop Shop America



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IMPACTFUL STORIES OF PEOPLE AND TRADITIONS

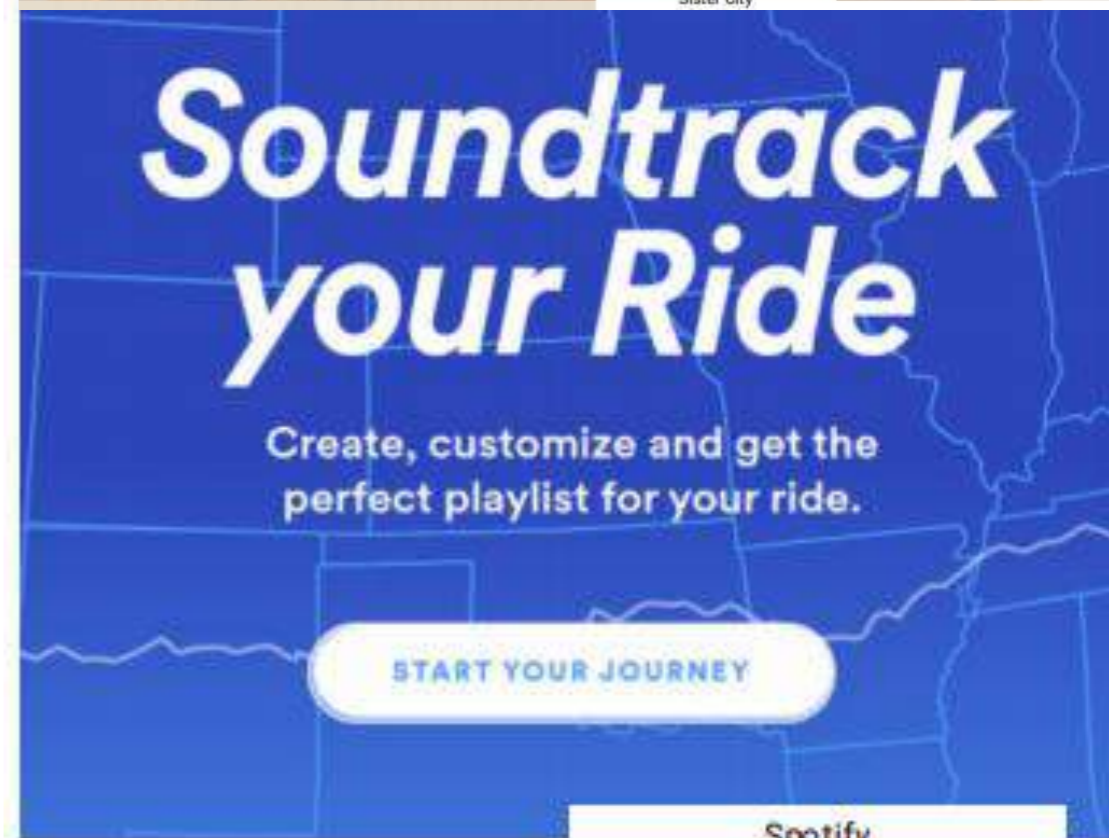
| Gifting & Packaging |





Travelling for work

- Millennial travels
- Rural Escapism
- Reuse Recycle
- Feeling at home
- Personal Experiences





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Travelling for work

- Pouches
- Laundry bag
- Sanitizer holders
- Personal cutlery



Sister City

Size	Dimensions (Inch)	Weight carrying capacity (kg)
S	8 x 10	Weight carrying capacity ranges from 1.3kg to 4.8kg from S to L (Need to verify with ready samples)
M	10 x 12	
L	12 x 15	

FEATURES

1. Easy refrigerator storage of fruits and vegetables.
2. Made from 100% natural cotton. Breathable cotton fabric helps keep fruits and veggies fresh for longer time in refrigerator.
3. Eco-friendly: No zippers/ Velcro/ buttons
4. Hand- crafted locally by women artisans
5. Complete plastic free packaging solution that is reusable, recyclable and can serve you for many years to come.
6. Are multi- purpose



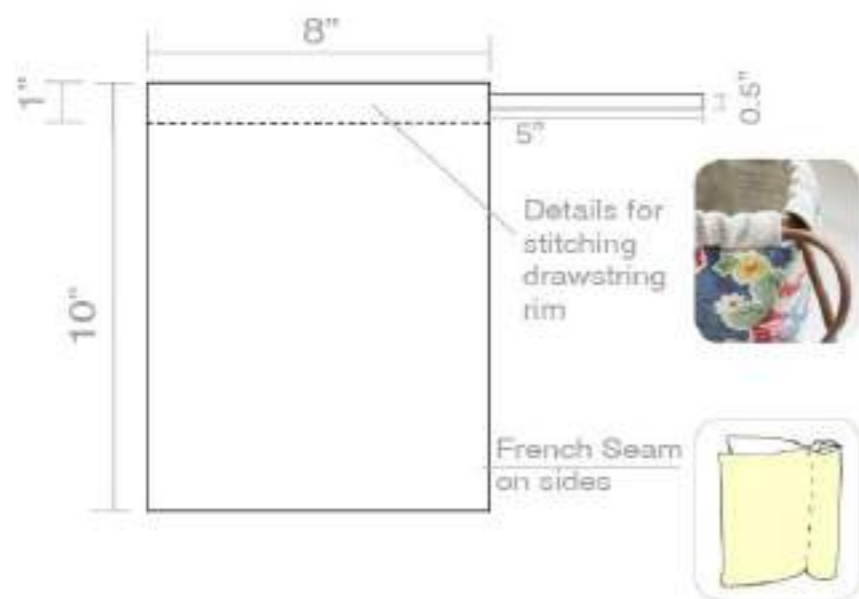


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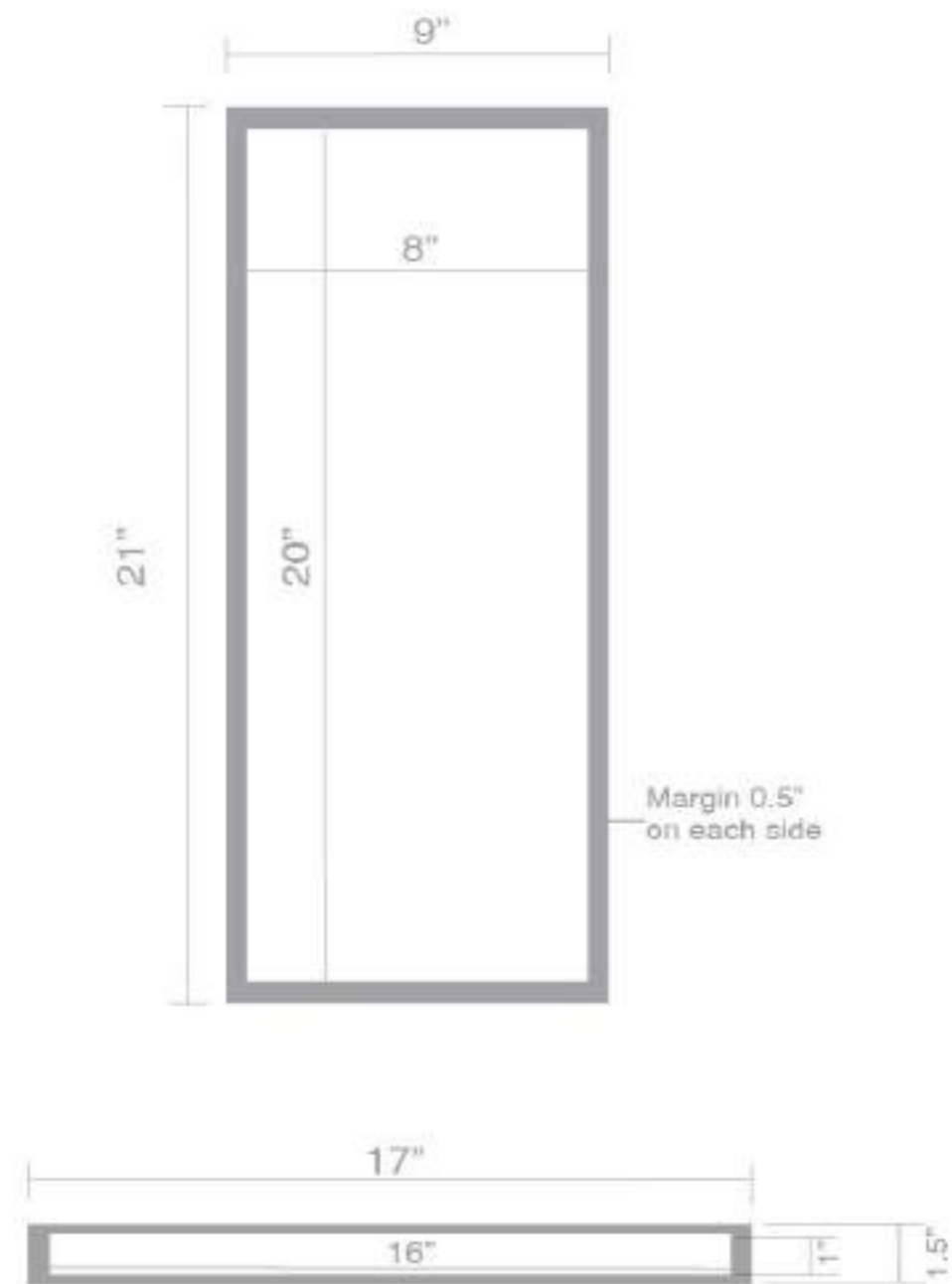
ORGANISER BAGS IN COTTON

Specification Sheet – Basic Msmts

Organiser Bags in Cotton s/6
Size: Small
Dimension: 8 x 10"



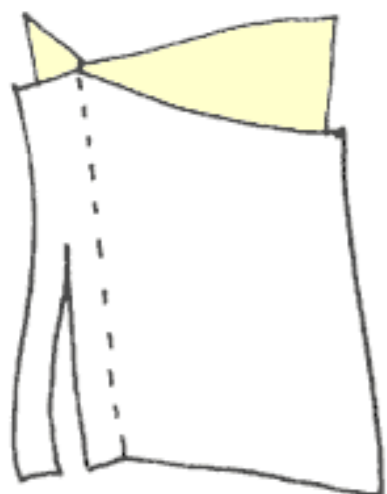
Ready Product



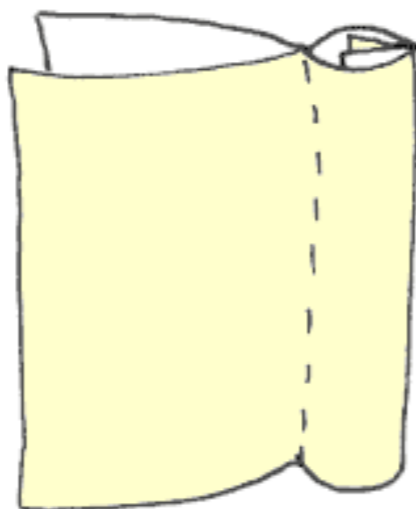
Fabric for Top rim

Cotton cord length required: 42"

ORGANISER BAGS IN COTTON SPECIFICATIONS - How to Make



Step 1: Sew wrong sides together and trim seam allowance.



Step 2: Turn so right sides are facing and stitch close to the seam.



Drawstring rim

How to do French seam stitch

RECOMMENDATIONS

1. If ready cotton cords are not available, can be made using fabric
2. Taking into consideration shrinking allowance for cotton, shall bags be stitched bigger in size ? How big ?
3. Fabric Count:
Cotton fabric count may vary from --- to ---

ORGANISER BAGS IN COTTON VALUE ADDS/CRAFT SPECIFIC

Theme I: Veggies/fruit motifs embroidered or hand painted on fabric.

Crochet elements could be stitched on



- Elements to be filled can be done with Kantha / ultra- bakhiya
- Outlines could be done in chain/ back stitch

Theme II: Toy storage





ORGANISER BAGS IN COTTON

PRICE POINTS

1. With Embroidery s/6: Rs.--- to
2. Without Embroidery s/6: Rs.--- to

QUALITY CHECKS

1. ---
2. ----