

TOGETHER

TREND REPORT

SUMMER 2021

Never has a season arrived with so much anticipation and expectation. As we emerge, tentatively, from our sheltered stay-at-home bubbles, we are full of hope for the summer. Hope to put the last year behind us, once and for all. Hope to see friends and drink rosé on a flower-festooned terrace. Hope to get out, see some culture, recharge our batteries, gosh, maybe even travel! We crave summer colour and warmth like never before. So, here's a preview to whet your appetite. We hope you enjoy our report and have a wonderful summer, wherever you are.



TREND 01

BLAST FROM THE PAST

70s roller derby graphics, 80s arcade chic and 90s rave culture are all colliding in a nostalgic, happy shiny reminder of the simpler days of youth – covering a few decades of cultural references so there's something resonant for you, however near or far the days of your youth may be.

Exuberant colours are bubblegum bright, familiar brands are in collab heaven while bold scaling keeps things fresh and modern. Positive vibes only!

- 01/ Mr Men 50th Anniversary Coin
- 02/ Moschino X Sesame Street
- 03/ Hypebeast X Fisher Price Gift Shop
- 04/ Teva X Polaroid
- 05/ Mateu-lo Ring FlorHz Phone Strap



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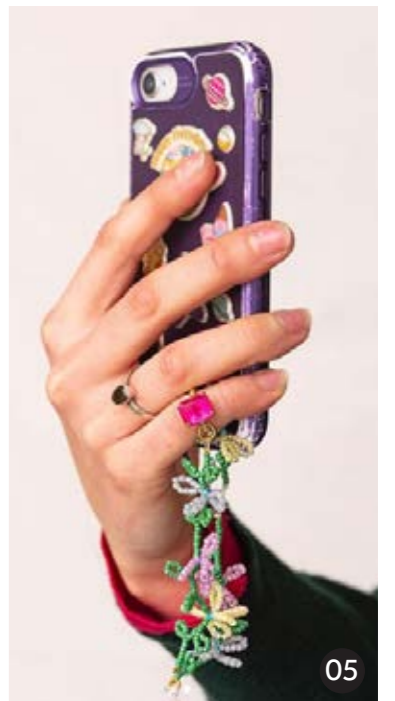
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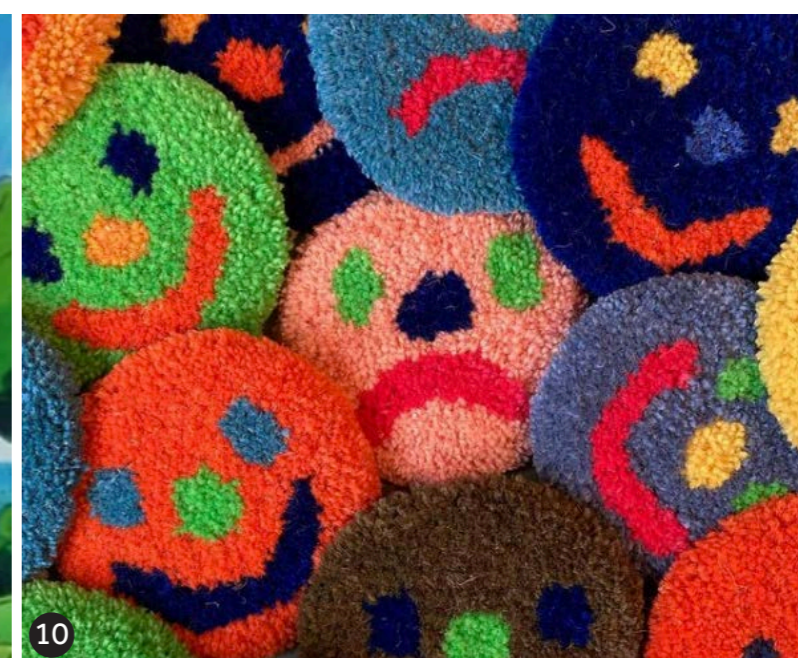
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- 01/ Coca Cola X Morphe
- 02/ Impala Skate
- 03/ 04/ Pizza Hut Arcade Campaign
- 05/ Mateu-lo Bowercio Chain
- 06/ Mr Men 50th Anniversary Logo
- 07/ Colourpop X Barbie
- 08/ Teva X Polaroid
- 09/ Levis X Pokemon Trucker Jacket and Straight Jeans
- 10/ Cadi Lane Tufted Decorations

TREND 02

DREAM WEAVER

Under and over, under and over... there's a reassuring familiarity and rhythm to this woven trend that we've seen pop up. This is plaiting and weaving far from a home spun wicker basket.

Marni, Loewe and others have created wearable sculptures in luxurious and innovative materials. We love the large-scale interlacing of bold contemporary colours and the resulting chunky textures. Orthogonal beauty at its best.

01/ Sicilia ceramic basket, Octaveo

02/ Loewe

03/ Yugawara Cushion, Missoni Home

04/ Padded Cassette cross-body bag, Bottega Veneta



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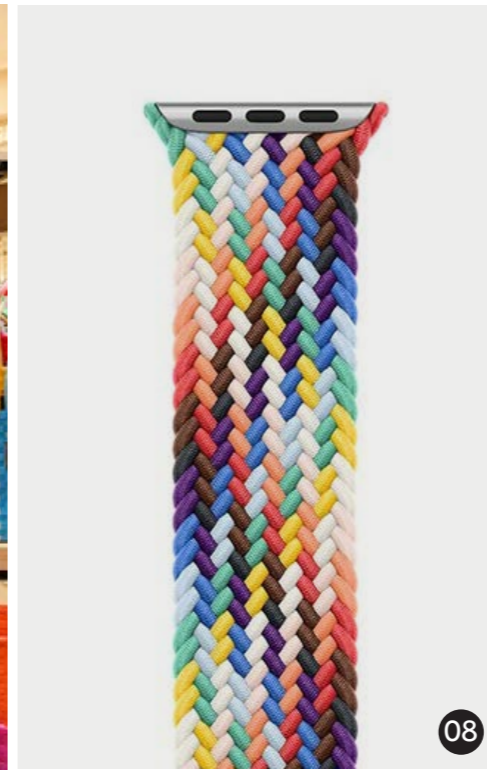
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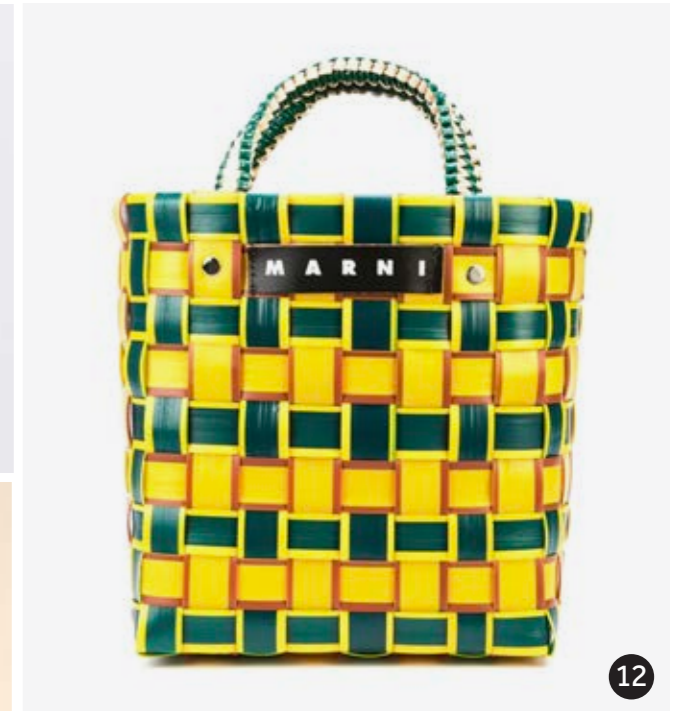
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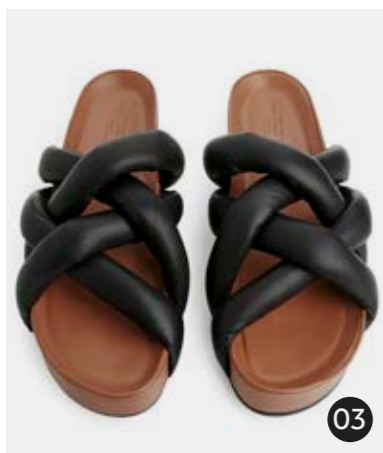
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- 01/ Woven leather journal, Anthropologie
- 02/ Tangier mini woven tote, Naghedi
- 03/ Woven leather slide, Arket
- 04/ Gingham linen placemats, Angela Wickstead
- 05/ Marni Market shopping bags, Marni
- 06/ Two-tone woven jute doormat, HAY
- 07/ Sicilia Ceramic Basket, Octaveo
- 08/ Pride Edition bands, Apple x Nike x Pride
- 09/ Crisscross clutch, Bottega Veneta
- 10/ Basket weave top, Loewe
- 11/ Pride Edition bands, Apple x Nike x Pride
- 12/ Marni Market shopping bags, Marni

TREND 03

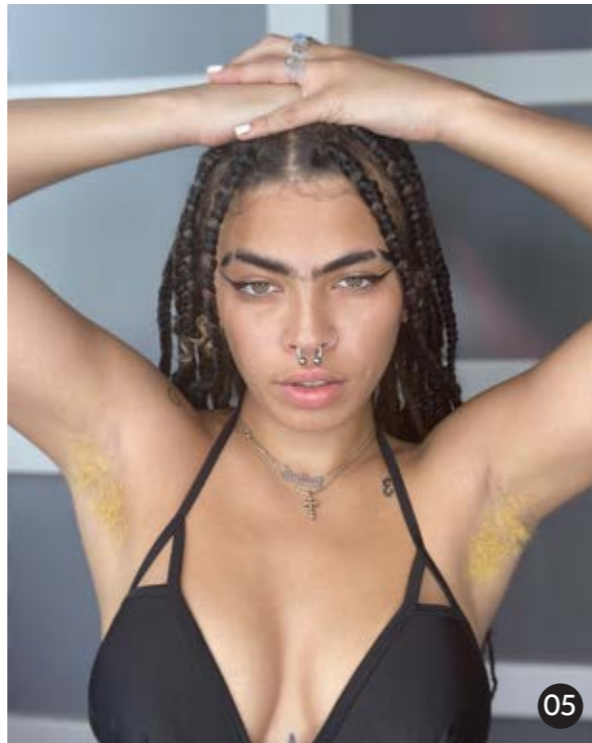
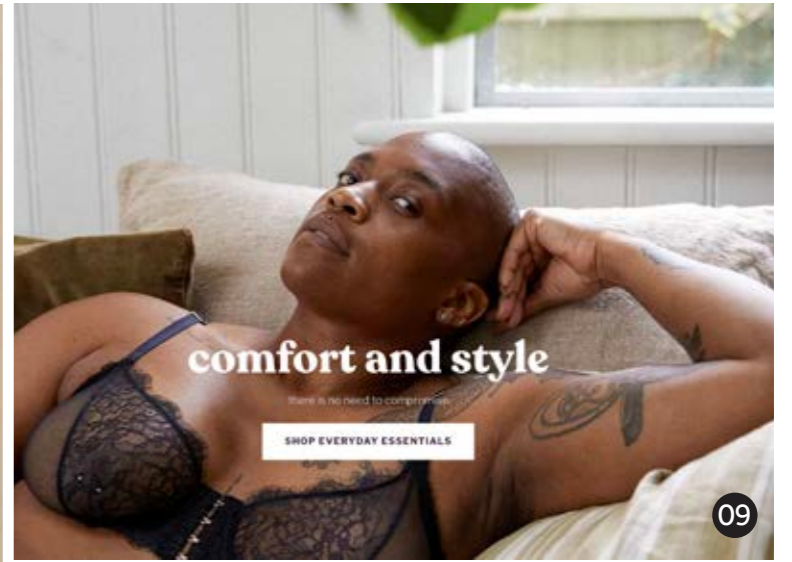
THE SHAPE OF US

More and more we're delighted to see a revelling in, and celebration of, different body types. The unobtainable, perfect (and often retouched) moody model image has been replaced by diverse, inclusive and boldly body positive advertising.

A new 'norm' of no norm. Gone are the carefully coiffured, coy poses. These ladies are here to be seen for who they are, tattoos, jiggle bits and all. We salute this movement.

01/ Carvella
02/ Womanhood
03/ Snag Tights
04/ Lucy and Yak





- 01/ Les Girls Les Boys
- 02/ Hey Estrid
- 03/ IG: @lucyand yak
- 04/ IG: @lucyand yak
- 05/ Hey Estrid
- 06/ Heist Studios
- 07/ IG @staywildswim
- 08/ Womanhood
- 09/ Womanhood
- 10/ Organic Basics

TREND 04

SOFT SCULPTURE

We've seen the trend for candles as sculptures grow and grow. The mouldable qualities of wax, the soft colours and matt smooth surface – it's a combination that, when combined with sinuous and fun shapes, has brought some ephemeral loveliness into our homes. It's an easy and affordable way to update our interiors too.

But is anyone actually using them? They may have a lovely fragrance, but frankly we wouldn't know, these are way too beautiful to burn.

01/ Matisse cut-out beeswax, Diaphane Candles

02/ IG @Octaveo

03/ Volute Candles, Maison Balzac

04/ Two-wick candle, Broste





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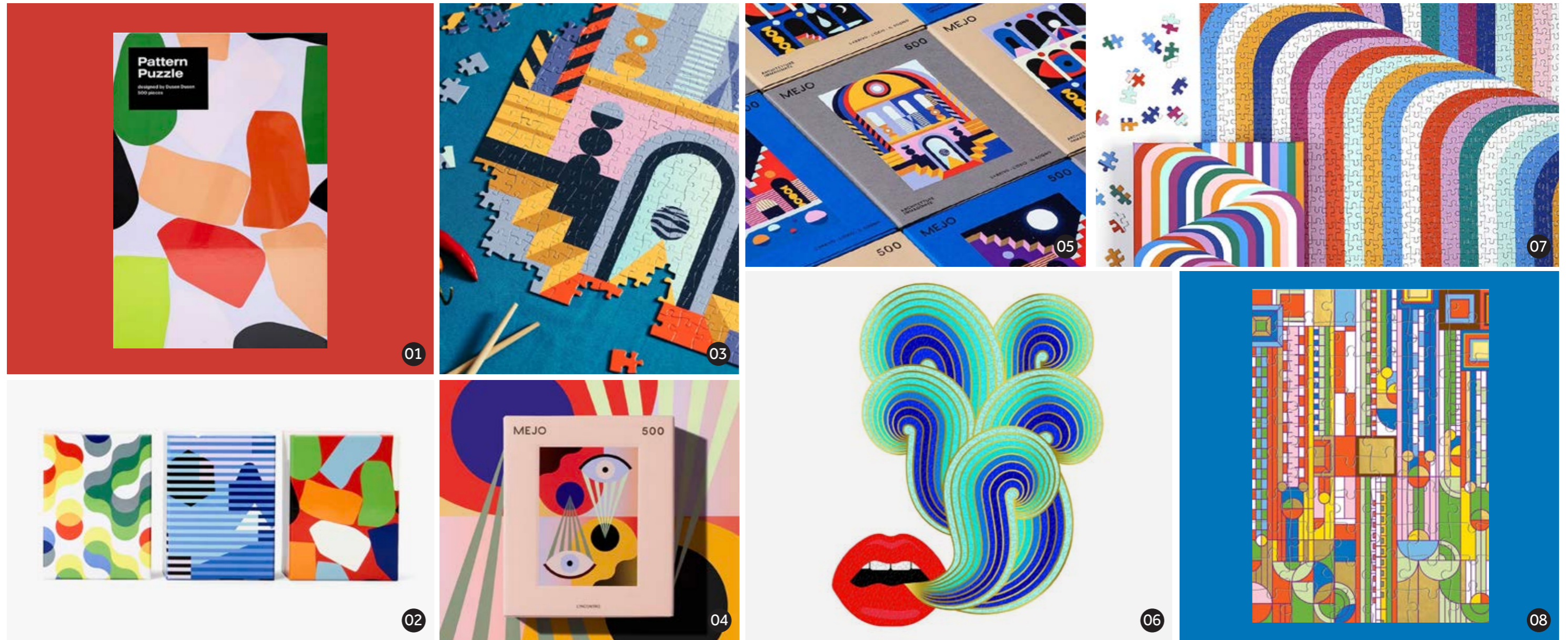
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01/ Pillar candles, HAY
 02/ Twist Tapered candle, Lex Pott
 03/ Goober candle, Talbot and Yoon
 04/ Bubble candle, Foam Home
 05/ Tree of Light, Diaphane Candles
 06/ Petite Pauline Candlestick holder, Maison Balzac
 07/ Twist Tapered candle, Lex Pott
 08/ IG @libertylondon
 09/ Spiral Candles, HAY

FEATURE: PATTERN PUZZLES



Sales of jigsaws soared during lockdown as people rediscovered the joy of finding that final edge bit and the mindful meditation of tackling a 1,000 piece picture. The comfort of such a pleasing daily ritual, with a satisfying 'completion' at the end, proved a strong lure and we've seen an explosion of new, decorative, modern art images to tempt us.

01/ 02/ Pattern Puzzle, Areaware x Dusen Dusen
 03/ 04/ 05/ IG @mejo_objects
 06/ Lips Shaped Puzzle, Jonathan Adler
 07/ Now House Vertigo, Jonathan Adler
 08/ Frank Lloyd Wright Saguro

FEATURE: SMALL BITES



Insect-based snack products are hopping into the mainstream with brands like Small Giants and even cricket salsa on the menu at Wahaca this summer. The buzz is all around their eco credentials. They're great for the planet as crickets are a very sustainable source of protein. Is this the future of food? Small creatures bringing big change.

01/ 02/ Small Giants
 03/ 04/ IG @wahaca
 05/ Small Giants
 06/ 07/ Chirps
 08/ Small Giants
 09/ 10/ Eat Grub

INSPIRATION: YINKA ILORI



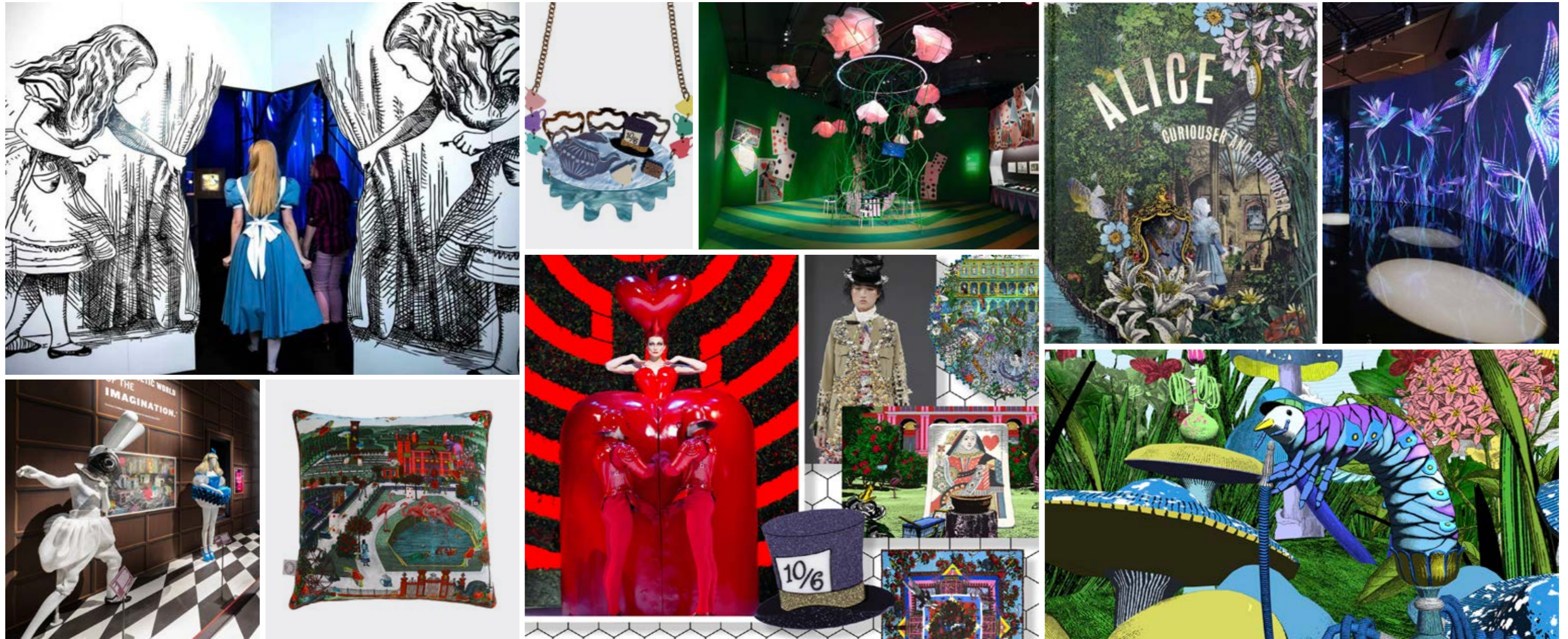
Inspiring us right now is the colourful work of Yinka Ilori, designer of the 2021 Brit Awards. Aside from music gongs, he's worked on everything from homewares to large scale projects like the new public basketball court at Canary Wharf. His signature colour palette is inspired by his British and Nigerian heritage. Vibrant, fun and stylish. We like.

www.yinkailori.com

www.togetherdesign.co.uk

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INSPIRATION: WONDERLAND AT THE V&A



We can't wait to visit the new 'Alice: Curiouser and Curiouser' exhibit at the Victoria & Albert Museum. Promising a virtual, immersive experience, we'll be falling down the rabbit hole to explore the origins, adaptations, and artistic reinventions of Lewis Carroll's classic novel. A magical and madcap adventure awaits those brave enough to drink the potion.

www.vam.ac.uk

www.togetherdesign.co.uk

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INSPIRATION: YAYOI KUSAMA



Yayoi Kusama's Infinity Mirror Rooms installation at Tate Modern has already sold out till October this year, so stay alert to grab a ticket when later dates become available. Meanwhile her signature polka dots are reworked into bubbles for a recent collaboration with Selfridges and Veuve Clicquot. Cheers to that!

www.tate.org.uk

www.togetherdesign.co.uk

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WHERE WE'RE SHOPPING



THE DESIGN MUSEUM SUPERMARKET

www.designmuseum.org

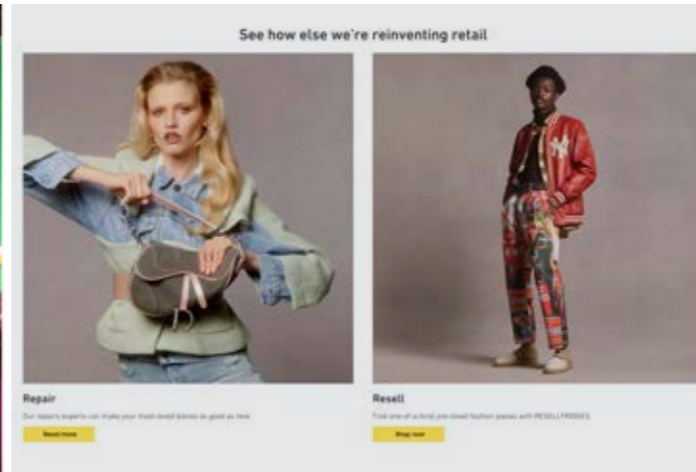
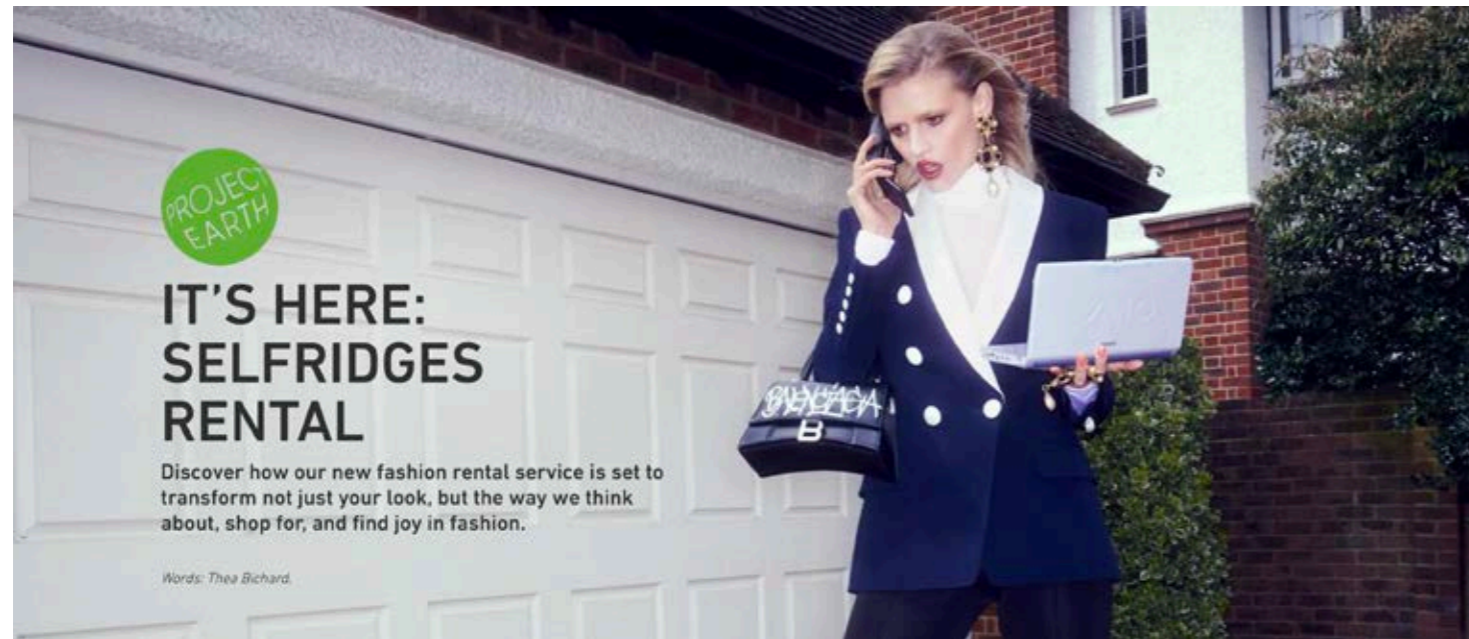
The Design Museum has teamed up with Bombay Sapphire gin and designer Camille Walala to transform their shop into a pop-up supermarket. The installation provides a platform for ten young artists who have designed beautiful packaging for household essentials, highlighting the message that creativity is essential. We concur.

WESTFIELD SIDE HUSTLE HEROES

www.uk.westfield.com

London's Westfield shopping centres have introduced an initiative to support creative entrepreneurs whose side hustles launched online during the pandemic. Devoting window space to showcase their products and introduce them to the thousands of shoppers who visit every week.

WHERE WE'RE SHOPPING



SELFRIDGES RENTAL

www.selfridgesrental.com

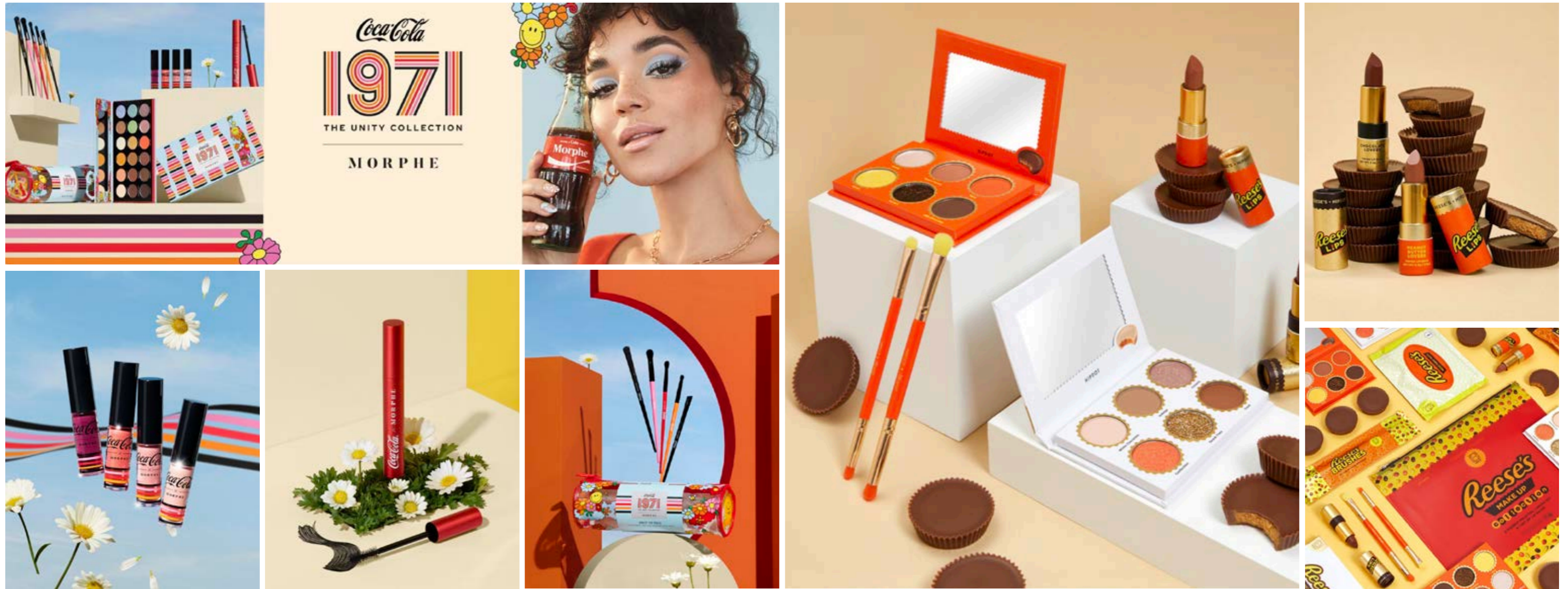
As part of their Project Earth initiative, Selfridges have launched Selfridges Rental. You now have the chance to rent your favourite garments from designer brands as an affordable way to refresh your wardrobe and close the loop on unnecessary waste. Rent, return, repeat...

PANGAIA X SELFRIDGES INTERACTIVE POP-UP

www.selfridges.com

Located in Selfridges' iconic corner shop and built using responsible and recyclable materials. This interactive and immersive experience allows you to see and feel the products and learn about the technologies used to create them.

BRAND COLLABS



COCA-COLA X MORPHE

www.uk.morphe.com

This cosmetic collection marks the 50th anniversary of Coca Cola's 1971 Unity Campaign, celebrating the spirit of peace, hope, and human connection. The packaging is what caught our eye; using retro typography, flower power motifs and a pleasing hippy vibe from the era. Love.

www.togetherdesign.co.uk

HIP DOT X REESE'S

www.hipdot.com

Also channelling a nostalgic mood is this limited edition launch of colour palettes, brushes and lip tints with shades and flavours for chocolate and peanut butter fans. The packaging reflects the ever-popular candy with gold, orange, yellow and some cute, scalloped detailing. Good enough to eat.

© copyright Together Design 2021

BRAND COLLABS



NORTH FACE X GUCCI

www.gucci.com

We love this collaboration mixing up the prints of fashion house Gucci with the hardy performance of North Face. Who says you can't have high fashion when you're conquering peaks, exploring untrodden paths, or just picking up a flat white from your nearby café. Glamorous adventures await.

www.togetherdesign.co.uk

CONVERSE X KEITH HARING

www.converse.com

The exuberant artwork of 80s pop genius Keith Haring makes a great match for Converse and their laid-back styling. Haring's graffiti graphics cover footwear and clothing with options for customisation to truly make it your own.

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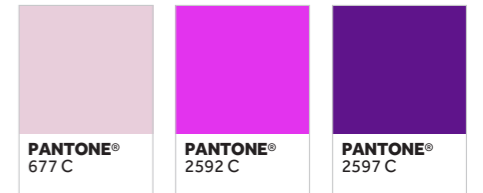
COLOUR PALETTES

Tawny tones of brown show no sign of waning in our affections – grounding and warming, we can't get enough of this earthy colour palette. Bringing a bit of pizzazz to proceedings is a neon purple – an energetic colour if ever we saw one. And lastly, we bring you the refreshing tones of sage and zingy lemon yellow – if these colours were a cocktail, we'd order two.

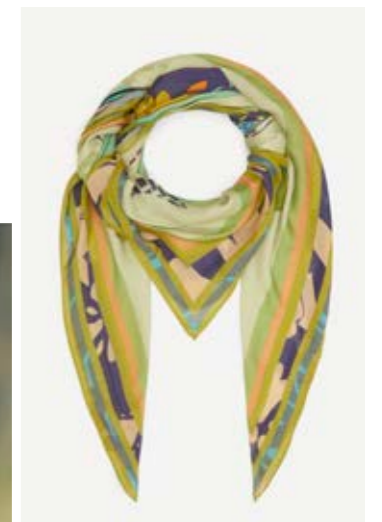
EARTHY OCHRES



VIOLET



SAGE & BRIGHT YELLOW



TOGETHER

This report comes to you from the team at Together Design, an award-winning design and branding agency based in London. For over fifteen years we've been bringing energy and personality to brands, helping them better connect with people. We are delighted to share the trends and design themes that catch our eye, delight our senses and feed our creative appetite. We produce two reports a year; one for spring / summer and one focusing on our Christmas retail highlights.

If you know anyone who might also like to receive our reports, then do drop us a line to sign them up
trend@togetherdesign.co.uk

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