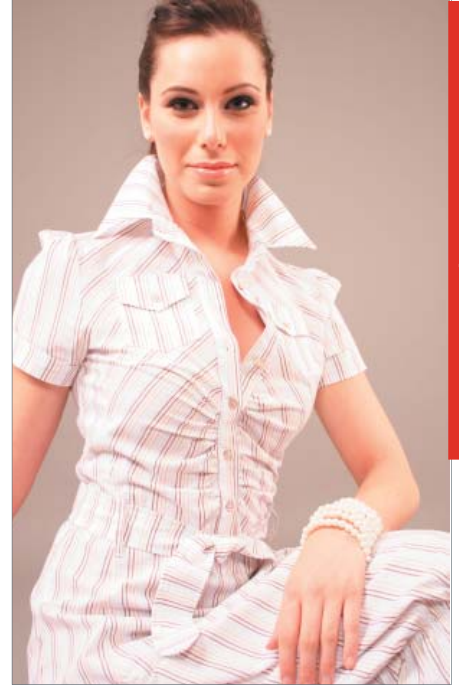




“The signature of success is woven throughout the fabric of intricate detailing.”



What's your Zeal?

Instead of hitting that snooze button, do you find yourself getting out of bed feeling ready to “carpe diem?” Eager, excited and fulfilled are only a few of the adjectives you’d use to describe the feeling in the pit of your stomach. Speaking about “it” comes naturally, genuinely and sincerely. If you can relate then you are of the lucky ones who have found that boundless enthusiasm - you have found your zeal.

In this market trend report, learn about the latest lifestyle craze, the greatest (and easy!) interior design tips, brand revelations to watch for and maybe even, discover a little bit about yourself - in consumer mode.

Continually strive to learn new things and discover your passion. I dare you.

Marina Govic

Hanging out in Style

Think big box retailers such as Wal-Mart, Costco and IKEA are the places to shop? Think again. The latest retail trend to hit Canada is very European and surprisingly charming. Picture yourself strolling through the piazza, surrounded by inspirational architecture, waterfalls, sculptures, plantings and antique gas lamps. After picking up some fresh produce, a bouquet of white lilies and the latest fab-find, you decide to stop for an espresso at a quaint café down the street. It's the battle of leather chairs vs. plastic benches and natural sunshine vs. fluorescent lighting. The best part? You don't have to cross the Atlantic to experience it.

Bring on the experience! Consumers no longer want to drive to air-conditioned, often confusing mall layouts and park far enough to make you regret wearing heels – all to find a product they've already likely scoped on the Internet. What consumers crave is easy access to retailers, a distinctive destination and a place to linger, whether it's over a latte, lunch or a beer. So you can stop shopping till you drop and absorb this boutique experience. The Village at Park Royal is waiting.



COURTESY: PARC & MOEWEN

Top 5 Interior Trends

It's not just your personal appearance you have to worry about – your home is a reflection of your style too – yet another area where people will inevitably pass judgment. Make them Pad Envious and be “in-the-know” with these top five trends.

Color – white is classic, but add some drama and contrast with splashes of yummy color: chocolate brown, apple green and tangerine.

Zen – as we wish for more hours in the day, a place to escape is a must-have. Rain-shower heads, fluffy towels and aromatherapy candles help create that home spa experience.

Artsy – original art is big but you don't have to buy a Picasso to fit in. Local talent is a resource worth tapping into for that unique and one-of-a-kind investment.

Mirrors – small areas benefit from the illusion of space while big spaces are filled with opulence. Try leaning them against the wall instead of hanging them. Just try to stop staring at yourself every time you walk by!

Details – ever heard the expression “god is in the details”? Make a point of focusing on those not-so-obvious areas, without the overkill.

Branding Brands

Battle of the brands is out; “your brand is my brand” is in. Expect your favorite hotel to carry your favorite skin care line; your once-in-a-while drink paired with your once-in-a-while ice cream indulgence; or that dream releasing music system situated in that dream car of yours. Brands are becoming enriched and increasingly relevant to the consumer. Here are a few examples.

Marriot and Bvlgari

Marriot’s Luxury Group and Italian luxury goods/jeweler Bvlgari have combined hospitality with contemporary luxury – now in Milan and Bali. Each detail is a tribute to lavishness – from harmonious architecture to spa treatment delicacies.

bvlgarihotels.com



Philips and Nivea

The Philishave Cool Skin electrical shaver uses replaceable Nivea for Men moisturizing shaving lotion or fresh gel, which can be applied to the skin while shaving. This co-brand has a win-win result.



Swarovski and VK Phone

The line between fashion and technology is blurring – and this is just the beginning. Combine this South Korean mobile phone manufacturer with Austrian Swarovski Crystal and the crystal encrusted handset is born. This is the latest “bling” accessory that’ll top birthday, anniversary and Christmas lists worldwide.



A Consumer Insight

Customer-Made is a definition defined by the consumer. We make it popular, we make it relevant, we make it a trend. It lets us tap into our experiences, creativity and intelligence. In turn, we are given what we want and rewarded for the outcome. We've kept our opinions bottled up for so long that they were bound to explode – and this is how. We're getting it our way and having direct influence on what companies develop and produce for us. Sound too good to be true? You bet. It's not simple feedback, customization nor personalization – all of this begins after companies have zeroed in on the basics.

This trend is in full bloom with MasterCard's "Write a Priceless Ad" and L'Oreal's "You Make the Commercial".

