

ISSUE 01

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# THE PARIS REPORT

BY THE DESIGN AGENCY  
COLLECTIVE

**3 perspectives  
on trends,  
tendencies  
and retail**



— *Intro*

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## About —

### Imke van der Aa

Matchmaker between brands and independent retail stores, with a soft spot for colour, originality and positive design.



Flow mirror by Jule Cats



### Tamara Giger

Retail veteran and brand builder, who always looks for the special twists and most original solutions.



### Carla Franchetti

A savvy entrepreneur with a keen eye of interior design aesthetics and market-appropriate product selection.

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*3 women*  
*3 regions*  
*3 POV's*

## — *The idea*



## Three similar minds – completely different!

With this report, we offer you a panoramic view of the trends we unveiled during Maison & Objet and Paris Design Week. We are three individuals, that complement each other. Each of us is a sales agent in a different part of Europe, offering various lifestyle or furniture brands. Together we have been at home in retail for a few decades.

It was Tamara to point out how we strengthen each other. From Imke's keen eye for vibrant colour and playfulness, to Carla's treasure hunt for design diversity on to Tamara's bold view for commodity as expansion of personal expression. The sum of our insights reflect the evolving landscape of design and creativity.

Please read ahead to and feel welcome in our universe of inspiration.

*Tamara Carla  
& Imke*

## Setting:

Paris, Rue Marcel Etienne,  
a Friday night in September  
21.30 hr - 28 degrees



**"We all feel these shifts, it's so fascinating."**

**Tamara:** I am so happy that we made this happen! Thank you all for joining me in this endeavour. Let's dive right into your insights. Imke, you mentioned how Paris provides such an extra wellspring of inspiration. Could you expand on that?

**Imke:** It energizes me to wander through this city filled with architectural marvels. There is so much to discover, from retail concepts, street art to all those department stores. Maison & Objet can be overwhelming, but I learned to fuel up here. I consciously take time to observe what it is that I am seeing. So yes, these trips to Paris are a guaranteed boost in creative energy.

**Tamara:** That sounds like a rich experience. Carla, can you share your perspective on design diversity?

**Carla:** Certainly. I relish a wide range of tastes and styles, from modern to vintage. Maison & Objet is like a treasure hunt, revealing brand similarities and influencing design markets. A melting pot of inspiration where design concepts that shape the future of interiors are exposed and tested. Experiencing Paris during design week adds a touch of French flair.

**Imke:** Treasure hunt - I really like that. Tamara, you mentioned a significant shift in your perspective on trends. Can you tell us more about that?

**Tamara:** After years in the retail industry, I distanced myself from trends. It was draining. However, this led to the unexpected venture of creating a trend report as a trend-based magazine editor. Who would have thought?

**Carla:** That's a fascinating turn of events. Can you elaborate a bit more on the transformation you experienced?

**Tamara:** Since the pandemic, I've embraced a new intuitive guidance. It's changed every aspect of my life, personally and professionally. In short it means to forget every thing you might think you know and just experience everything new and without any expectations. My final frontier was reevaluating my view on trends.

**"Colors are strong, with soft blues and greens."**

**Carla:** Interesting. Imke, you also mentioned a shift, but more from a design point of view: away from neutrals and towards more playful elements in design?

**Imke:** Absolutely, color and play is omnipresent. They scream creativity and fun, and I love it. Responsible entrepreneurship is still on the rise, and there are many wonderful initiatives of transforming waste into new products. Well-being is achieved by bringing nature in new and creative ways into our homes. Spiritual layers are present in product design, whether it is in symbolism or in the narrative.

**Tamara:** We all feel these shifts, it's so fascinating. Carla, you delved into the trend review from your perspective. Could you share some of the key trends you observed?

**Carla:** Colors are strong, with soft blues and greens. Pastels, pinks, yellows, and organic whites dominate. Curves and rounded styles soften furnitures and accessories. Similarly the organic forms of new materials, circularity and 3D printed pieces with the eclectic styles makes both futuristic shapes and new sustainable materials mix with traditional vintage and eclectic pieces.

**"Spiritual layers are present in product design."**

**Imke:** A vivid palette indeed. Tamara, you spoke about trends being subjective and often limiting. How do you suggest designers, brands, but also our customers approach trends?

**Tamara:** Trends are highly personal. I encourage everyone to see them as a starting point for their own creative journey. In an industry where creativity is key, limitation is destructive. I see that a lot of Designer and Brands struggling between pure bold creativity and out-of-the-box thinking versus commercial and generic designed products. It needs courage to be bold and just focus on your own style and intuitive guiding. But: your preferences matter, so be bold and express yourself.

**Carla:** Wise words. Thank you all for sharing your valuable insights today. It's been a pleasure to hear your perspectives. I hope our readers will feel the same way!

*A new luxurious dimension:*  
**Lavishness!**

In tumultuous times humans look for places which comfort them: family, friends, home. This is where we feel safe and grounded. To add body to that feeling we add objects which support our wellbeing, like a nice set of handpainted dishes. Or a lovely decorative statement vase. Soft textured fabrics. Colors, in comforting tones and with rather naïve patterns. Also we bring nature inside, if it's with real or almost-real plants or floral designs doesn't matter - biophilic tendencies, the merge with nature so to speak, is welcome in any form.



Abhika



Ludivine Loursel



Ward Wijnant



Charlot et Cie.

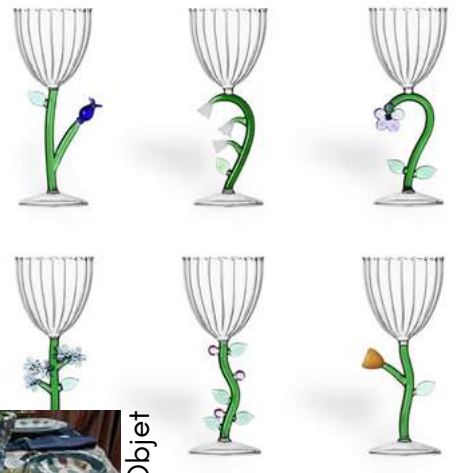


Kelly Wearstler for Serax



Bourg-Joly Malicorne

Ichendorf Milano



Maison & Objet

Jule Cats



Bitossi Home



Gucci



Pulpo Design



Bourg-Joly Malicorne



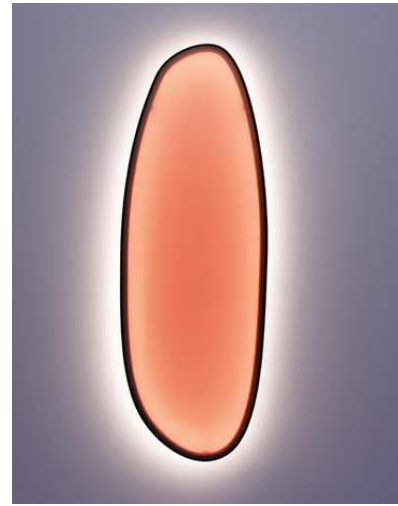
Marni for Serax



Kelly Wearstler by Serax



Studio Rik ten Velden



DIOR x Atelier Sumbiosis

Moissonier



Roberto Cavalli Spring Summer 24



Isabel Marant Spring Summer 24



Samer Yamani



Silver Sentimenti

Uchronia



Diza Design



Poldr



Atelier JDA





littala

House of Lyria



House of Lyria

**floral patterns**

Stella McCarthy for Cole & Son



Bertozzi Linen



Mes petites curiosités



Loewe Store @Le Bon Marché

*Don't take life too seriously:*

# Cartoon Aesthetics

A different kind of maximalism in this section, where we show a world full of colour, playful shapes and bold creativeness.

A refreshment in a world where we kind of lost ourselves in the beiges and neutrals the last few years. This tendency screams fun and enjoyment, and is distant from a one-fits-all-philosophy.

This trend will make you smile, so we would love challenge you to integrate a touch of fun to your assortment.

Or you will just shake your head and focus on more comprehensible subjects.

Which is, indeed, also totally fine!

Yellow House in Tokyo for Isabel Marant



**FUCHSIA WITH YELLOW  
IS NOT A MARSHMALLOW  
IT'S MY WAY TO HIGHLIGHT  
WHAT IS WRONG AND WHAT IS RIGHT**

Runway Dior Spring Summer 2024

Erikah Badu for Marni



Illustration Willemien Ebbinge

Loewe's Comic balloon pump

**colour pop**



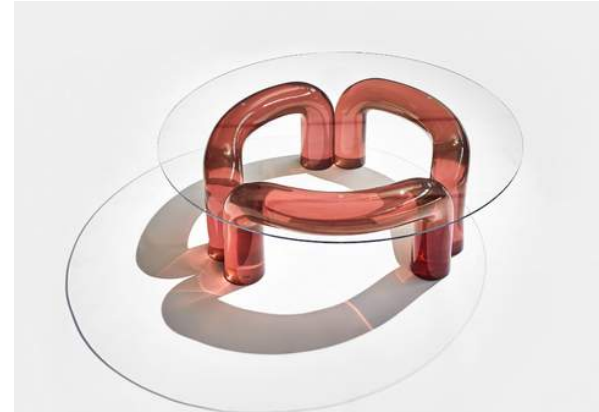
Hercule Yoga Mats



Not the girl who misses much



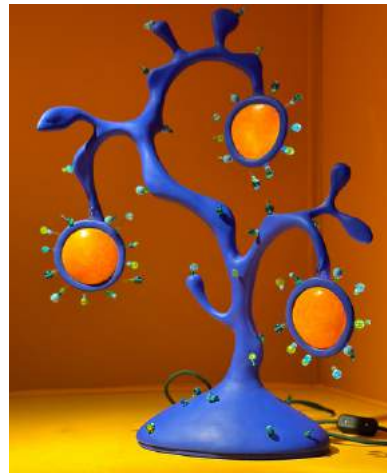
Byoma



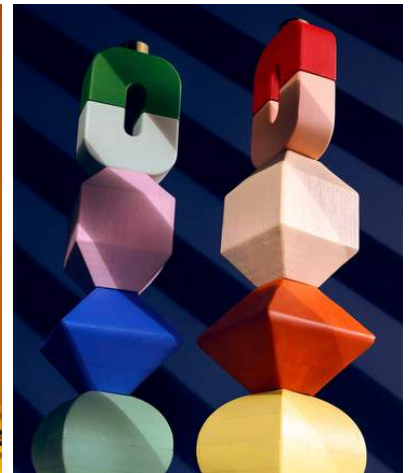
Sabourin Costes



areaware



Uchronia



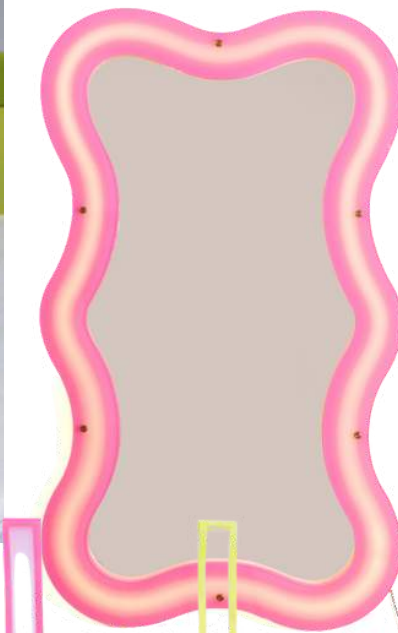
Panisa



Mas-Creations



Natascha Madeiski for Pulpo



Brita Sweden

Studio Palü



Nähe



Lighttree

Seletti

Gucci Fall Winter 23



Joana Vasconcelos for Roche Bobois



Stamuli



Poppotting

# colors and patterns



Kubrick

Tim Leclabart



Bongusta



Mojow



A week abroad

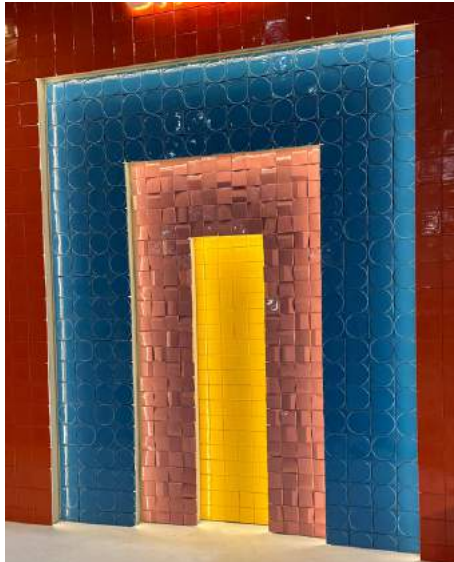


original duckhead

okaywow.

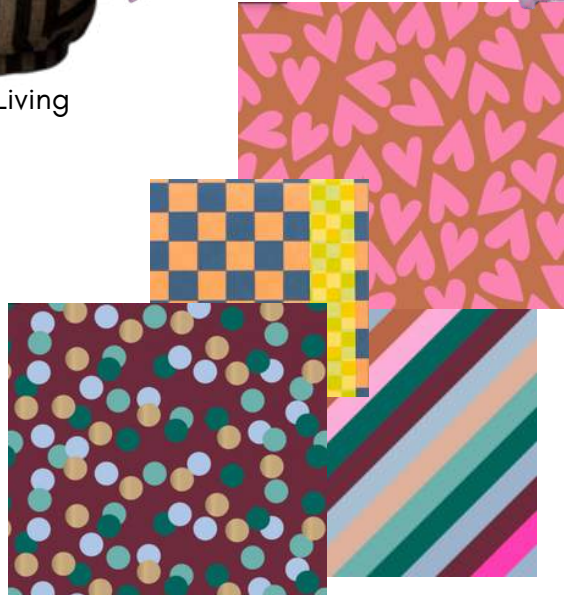


Ferm Living



Barro.

Maison Deux



House of Products

*Handmade with a twist.*

# The new artisanal!

Yes, we love the handmade approach, we adore the artisanal look and feel!  
But we're also realistic: handmade has it's price! And whenever you can add automation to your process, you better do it!

What's the number 1 automation these days? 3D-printers! They take over rapidly.  
But it's the mix of innovation, human design concepts and technology which sets this trend on fire.  
Here in this section you read stories of designer/brands who use modern tech to manifest their design, but you also see products which are so special that it's hard to tell if it's handmade or not..



## ÊKÔ - Laboratoire de Plis

It's Sarah who gets the task of inventing a new plissée pattern for a design house like Chanel or Dior. With paper and her hands she starts to fold and creates a piece of art. After that, it's the machine who takes over: with humidity and heat (and some computer science) the handmade pattern is transferred onto the fabric. A wonderful symbiosis of human and machine!



## Warren & Laetitia

In their parisian studio Warren and Laetitia come up with their colorful and innovative products. All are made out of recycled and/or recyclable materials. And: they all are made with a 3D-printer. So the design process has it's limits since it always has to be duable for the printer. The printer is, so to say, the third designer and set's the limitations, but also enables a fun a affordable collection for all of us!



## Audrey Large

French artist Audrey Large also sees her sculptures as a hybrid between handmade design and technical execution: "I would say that they are pretty much handcrafted," said Large. "Of course the sculptures are mainly made on the computer, but their shapes are very much linked to the dynamic movements of my hands."

The vases are printed in Polyactic Acid and come in vivid colors such as this lovely lilac.

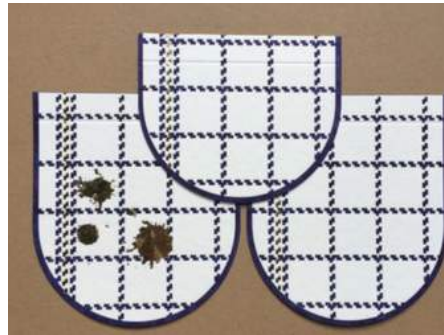


## Lucas Zito

Lucas' work is specialized in the design of lights through 3D printing with plastic produced from corn starch, manufactured in Europe.

His approach concerns both aesthetics and functionality, in the most eco-responsible way possible and the perspectives of his practice evolve according to his social environment as well as his convictions.

The lamps of the Buoy series are entirely designed and made in Paris, unique and assembled by hand.



## Les Vedettes

3D printers are of course the new work of Art. But at Les Vedettes, instead large printing presses are needed to produce the individual sheets of paper. The new artisanal part aka creative process begins and ends with the customer, who makes his own luminaire and chooses from the various designs. The customer therefore becomes part of the creative process.

What is particularly important to Ouardia and David is that the wooden base of the lamp is not thrown away, but can be decorated again and again with new designs. A lifelong design cycle, so to speak.



## Reform Design Lab by Jurij Rahimkulov

A Swedish design brand focus on sustainability to provide a sustainable merge of art and technology, creating premium interior design statement pieces.

The Reform Lounge collection carries an innovative yet organic expression, with its sculptural and bold design, bringing the beauty of nature to mind. This collection is made of premium bio composites - waste of wood and is completely circular. The 3D printing is performed by a robot engineered in Sweden back in 2017, with a robot arm flexible to adapt to any form or size of furniture.



### Dirk van der Kooij

Can plastic be an honest, durable material? According to Dirk van der Kooij and several ovens, robots, presses and tools in his studio, the case is closed and Yes, it can!

And all kinds of old materials can find a third life cycle due to new forms of machinery: discarded CDs, leather sofas, kitchen appliances, chocolate moulds, and diseased wood all present rich textural and structural fodder.

Discarded recycled plastic prototypes, production faults, and colour tests form the basis of the conglomerate Meltingpot. These multiform elements are curated and composed into spontaneous, vibrant landscapes: ready to be heated and pressed into solid slabs of raw material.



### Komut

The question which started all was simple: Why continue to generate tomorrow's waste by making new objects from new raw materials? So every Komut-object starts with the following steps: finding waste, sorting, cleaning and shredding it, before the hungry robots take over.

3D printing enables Komut to work with neglected raw material, while creating elegant curves not achievable with conventional production methods.

The collection is growing continually: furnitures, plant pots, objects... There are no limits for the french design team.

And if you wanna get rid of your Komut-piece, you can send it back and it will be processed into a new object!



### Jule Cats

Jule Cats is interested in the emotional part of a design object and tries to capture the transience of matter in the process. Thus, the vases and light sources of the Dutch artist are made of rubble from her demolished house. By adding chemical components, a memory is transformed into a beautiful object with emotional value - similar to the Japanese tradition Kintsugi. The combination of contrasting materials which is used forces the viewer to take a closer look and discover the world within.



*Take wellbeing up a level!*

# The Spiritual Awakening

The last couple of years we were bombarded with well-being treatments.

And now, we enter the next level: the energy work! Yes, since everything is energy and we finally except that inner piece, beauty and wealth is not coming from exterior, we can now focus on the interior. It makes sense that we lust for more feminine, voluptuous forms - you may say we surround us with the matriarchal energy in our sacred spaces. Mother nature mixed with the technical advantages!

Spiritual motives make us assume that there must be more to it than just science and cold reality. How far we dare to enter this realm is up to each of us.



Too Good



Poldr



Versmissen



DoiyDesign



Mada Living



Kalif Design



Urban Nature Culture



Dior Spring Summer 2024



&Klevering



Kajsa Cramer



Waww Table



Marc Antonio for Seletti



Alexandra Coqueta



Manfactori



Kelly Wearstler for Serax



original duckhead



Hamam



Roosje van Donselaar



Marie Michielsen for Serax



Pulpo



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