

Home furnishing textile and natural fibres - Trends and megatrends

M. Preti, L. Sammartin, D. Comellini - G.T. Design, Bologna, Italy

Will be treated the following aspects:

I. MARKET

1. Furniture and furnishings industry
2. International market scenario
3. Market prospects

II. TREND

1. Changes in home and lifestyle
2. The importance of accessories
3. The emotional home

III. MEGATREND

1. Segmentation of market and target client
2. Concept of quality and value scale, performance of natural yarn
3. Natural materials and the home – market potential