



The Total Home

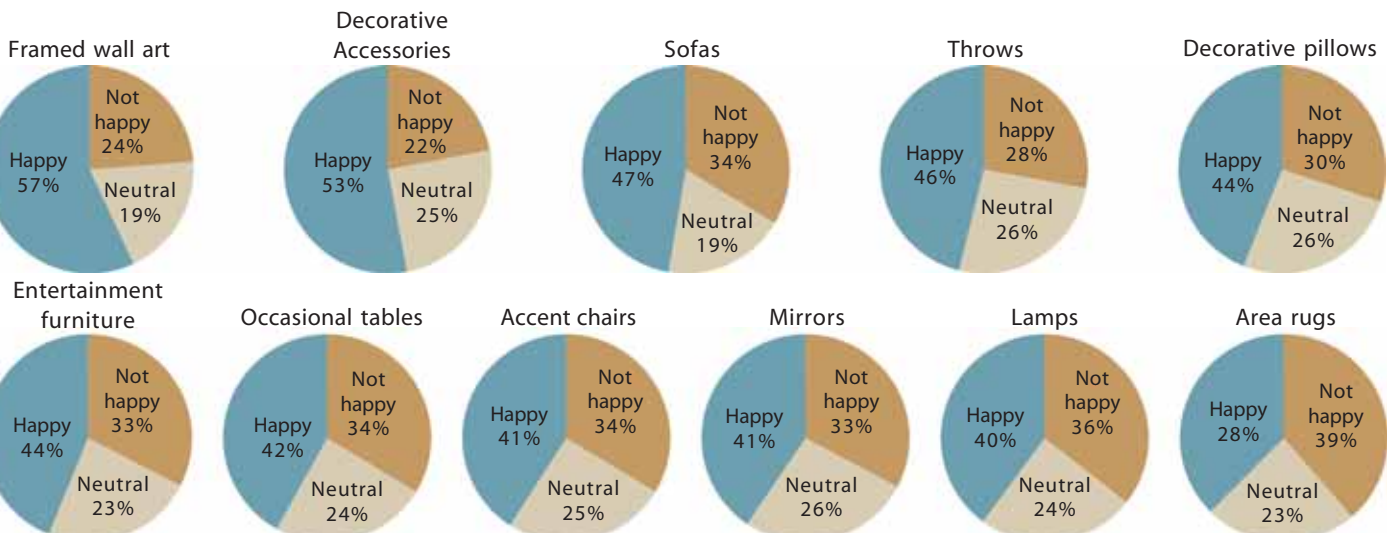
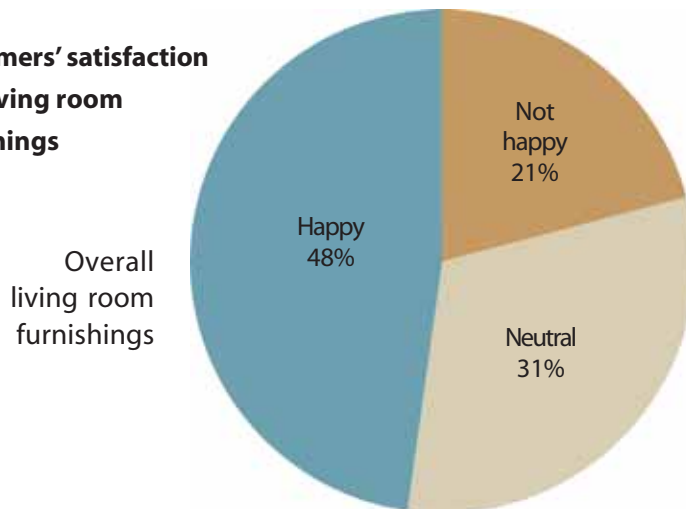
Consumer choices from sofas to accents to rugs

Consumers are least happy with area rugs and lamps

How do today's consumers feel about the living room furniture and accessories they currently own? More than 1,600 consumers provide the answers as part of Furniture/Today and Apartment Therapy's exclusive 2014 Home Decorating Survey. Less than half of consumers are content with their overall living room furniture. That contentment varies by product category, with consumers most happy with their wall décor and general decorative accessories and least happy with their area rugs and lamps.

With area rugs, Millennials, between ages 18 and 33, and households living in the South are the most dissatisfied. For lamps, those living in the West and new homeowners are the most likely to be unhappy.

Consumers' satisfaction with living room furnishings



Source: Furniture/Today and Apartment Therapy 2014 Home Decorating Survey

Mr. Prince Malik, elected new Vice Chairman, EPCH



The Committee of Administration (CoA) of Export Promotion Council for Handicrafts (EPCH) has unanimously elected Mr. Prince Malik as Vice Chairman in its meeting held on 28th March, 2014. He has taken over the post of Vice Chairman from Mr. Arshad Mir.

Mr. Prince Malik, representing M/s Osyrus Overseas, is a leading exporter of handcrafted textiles and table accessories from Delhi and has been associated with the handicrafts sector for around 15 years.



When it comes to the sofas, 47% are pleased with their current one, while one-third are unhappy. Consumers living in the South and Midwest express the most dissatisfaction. All told, more than one-third of consumers are unhappy with their current area rugs, lamps, sofas, accent chairs and occasional tables. As nearly three-fourths of survey respondents say they continuously shop for furniture and accessories, it makes good business sense for furniture stores to stock these products and provide consumers with what they want. Traditional furniture stores have ways to go when it comes to selling and stocking decorative accessories. Accents, including area rugs, lamps, wall decor and other accessories, account for only 4% of a traditional store's total sales and 3% of selling space. On the other hand, furniture stores are in good shape when it comes to sofas as stationary upholstery

More than 1/3 are unhappy with their current

Area Rugs	Lamps	Sofas	Accent chairs	Occasional Tables
With area rugs, Millennials and households living in the South are the most dissatisfied.	New homeowners and those living in the West are the most likely to be unhappy with their lamps.	With sofas, households living in the South and Midwest are the most unhappy.	Consumers under age 35 are the most likely to be dissatisfied with the accent chairs in their home.	For occasional tables, those living in the Northeast are the most unhappy.

comprises 23% of a store's total sales and space, more than any other category.

Accent pieces to provide colour in 2014

Blues, grays and greens are named as this year's go-to design colors by consumers answering our exclusive survey. The blue shades run the gamut from peacock to navy to aqua while greens go from pistachio to celery to sage. The data shows gray as the neutral color of choice, topping the innocuous brown tones of cream, beige and ivory. Blues are the most popular in the Northeast portion

Top 2014 design colours

Named by consumers as this year's go-to-colour

1. Blues
2. Grays
3. Greens
4. Whites
5. Oranges



of the country, while greens are most prevalent in the Midwest and Western portions. Grays are the biggest in the Northeast and South, while whites are in the West. Orange as a decorating color is the most popular with Southerners. Even though upholstery manufacturers have been recently introducing more colorful sofas to their lines, nearly three-fourths of responding consumers want a sofa to be a more neutral color, such as brown, beige or gray. Only 29% prefer one that's colorful. Those living in the South and West are slightly more open to owning a sofa with colors or patterns.

Preferred decorative pillow patterns

	Millennials ages 18-33	Generation X ages 34-49	Baby Boomers ages 50-68
Abstracts/ geometrics	70%	66%	49%
Solids	58%	52%	47%
Stripes	45%	38%	28%
Ethnic/tribal	44%	35%	40%
Botanicals/ leaves/Florals	38%	33%	37%
Paisleys/scrolls	15%	18%	31%
Tropicals/ animal prints	11%	7%	11%

Accent pieces are the main vehicle consumers will use to add color to their homes this year. A 29-year-old from Maryland plans to add the color cerulean blue to her home by adding "accents everywhere – in the rug, pillows and pictures." A 27-year-old from Texas will add pastel pink hues with "fresh flowers, new curtains, accent pillows and picture frames." Green will be added by a 39-year-old from Nebraska through "new paint, pillows and accents." A 30-year-old from Kansas "would like to add teal accents with pillows and art." A 27-year-old from California will add navy blue with "area rugs, new paint and throw pillows." Mediterranean blue rugs will offer a pop of color to a 28-year-old living in Wisconsin.

Contemporary and casual styles preferred

Furniture style preferences differ by generation, as revealed by those answering Furniture/Today and Apartment Therapy's latest home decorating survey. Generally speaking, older buyers lean slightly more towards traditional styles, while younger buyers tip towards contemporary designs. We asked consumers which design styles they're most interested in for sofas and master bedroom furniture on both a traditional to contemporary scale and a formal to casual continuum. With sofas, more than half of Millennials, with adult members between the ages of 18 to 33, prefer "somewhat contemporary" designs. The same is true of Generation X, those between ages 34 and 49. Baby Boomers, on the other hand, are more divided between traditional and contemporary styles. Fortytwo percent of Boomers, currently between ages 50 and 68, indicate they like "somewhat contemporary" design and 39% go with "somewhat traditional." The generational divide is more pronounced with master bedroom. Forty-three percent of Baby Boomers are most interested in "somewhat traditional" offerings and 11% prefer "traditional" master bedroom furniture. Two-thirds of both Millennials and Generation X prefer contemporary for their master. On the formal to casual scale, the majority of consumers, regardless of age, fall into the "somewhat casual" range. Generation X leans more casual than the other groups. Abstract patterns are the most popular overall for decorative pillows. Overall, two-thirds say they prefer pillows that contain abstract or geometric patterns.

Abstracts are chosen by 70% of millennials, 66% of Generation X members and 49% of Baby Boomers. Consumers living in the Northeast and South are the most likely to prefer abstract pillows. Solid pillows come in second place and are preferred by 58% of Millennials, 52% of Generation X and 47% of Boomers. Solids are most popular in the Western and Southern portions of the U.S. Stripes are the third most popular pattern overall, chosen by 45% of Millennials, 38% of Generation X and 28% of Baby Boomers. Stripes are liked the most in the Northeast and Midwest. ■