

Hello again!

First, we want to say thanks for the overwhelming and enthusiastic response we have received from our first Brentwood Blast, "Inside Indigo." Based on our own intel, my recent trip to Maison d'Object, plus additional retail recognizance in both Paris and London, Indigo is here to stay. We see the inky blue seeping into 2015 and beyond.

Now, two more blasts from the trend trenches:

First, what started as a curious facination with the wise and whimiscal owl has moved even deeper **into the Woods**. Deer, squirrels, foxes, raccoons, even the

spikey-haired hedghog have taken up residence. London shops have embraced the forest with decorative pillows, greeting cards, apparel and kitchen accessories sporting the woodland wonders. From the stalls of Portobello Road to Conran's Habitat, the look was everywhere. Continuing the cozy cabin theme were patterns and prints. Designs include nods to the familiar fair isle, chunky contemporay plaids, lots of leaves and some fabulous faux bois. Think homespun sweaters, rough hewn surfaces with raw and rusty metal all brought together around a roaring fire.

Next, we are **Musing Modern** with the light hearted appeal of clean mid-century lines and scandinavian simplicity; all mixed up with with flea market treasures. This enduring eclectic style features utility, a dose of irreverance, and witty color combinations. Soft edged geos in shades of tangerine and green predominate. All types of turquoise tumble nicely with mocha and cocoa browns. Pantone's color of the year, Radiant Orchid also makes an appearance. The result a visual harmony that is both current and timeless.

The continuing success of West Elm, Crate & Barrel and CB2 are a testament to the lingering longevity of this direction in design.

We look forward to bringing more timely trend in the coming months,.. as well as seeing you in NYC in March.

'til then.

SIGRID Sigrid Simonson Vice President, Creative Director Brentwood Originals

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