

Hello,

Here we are in the midst of the 2015 holidays. Where did the time go? (I always say that...)

As you know, Brentwood Blasts represent a random commentary on market trends as we see them... large and small. We share predictions, summarize the obvious and report on the edgier side of things as well. This month we send you our take on both a whimsical and a "macro" trend.

After seasons of cool and sophisticated neutrals, here come the fluorescent brights of the 80's. "Nearly Neon" describes a movement to BREAK UP THE GRAY. The day-glo pinks, greens & yellows which energize our activewear and sport shoes now bring a playful jolt to our living spaces. (We're using performance fabrics for pillows and cushions... but, more on this subject to come.) Trendy shelter magazines feature hipster Parisians in their "oh-so-cool" flats where a low slung gray sofa sits beside a hot pink plastic chair. Best used for accessories and as accents in textiles, these bright hues make us smile.



"We need COZY pillows!!" is one of the most off repeated requests from our customers. As they plan for Fall 2016, soft fabrics with an emphasis on texture tops their lists. With cooler months approaching, we yearn to turn our homes into a "retreat" from the world outside. At Brentwood we're liking fleece, furs and chenilles of all kinds to address this craving for comfort. Stone-washed finishes give fabrics the "broken in" appeal of a favorite pair of jeans; extra chunky tactile yarns give weight to solids and stripes. Finally, the warm and muted hues of Autumn add a measure of visual warmth to the places we call home.



That's it for now.

We wish you Happy Holidays!!

SIGRID

Sigrid Simonson
Vice President, Creative Director

brentwood
originals

20639 south fordycce avenue
carson, california 90810
p/ 310 637 6804
w/brentwoodoriginals.com