

# gathering table

curating the future  
of the home

PORTFOLIO

# HI, WE'RE GATHERING TABLE

and we're trend experts. We've been in the design and product development world since 2004 and have a passion for uncovering and translating future trends, studying consumer habits, deciphering social shifts, and creating beautiful and meaningful products for tomorrow's consumer.

Through our research, we strive to give every client a competitive edge by keeping them ahead of the trends, allowing them to focus their development energy, and providing validity to merchant teams who are seeking market savvy vendors.

## WHAT WE OFFER

Trend forecasting  
Creative direction & consulting  
Trade show recaps  
Market photos  
Social media reports  
Buyer presentations, line reviews,  
communications, & relations  
Customer brainstorming  
Bentonville, Arkansas sample  
management, buyer support, etc.

## AREAS OF EXPERTISE

Home Decor  
Seasonal  
Faux Floral  
Party & Celebrations  
Gift Wrap & Stationary  
Housewares  
Food Gifts  
Lifestyle  
Social Media

## RETAILERS WE'VE SUPPORTED

Walmart  
Sam's Club  
Target  
Costco  
Michael's  
Pottery Barn  
Crate & Barrel  
Lowe's  
Ikea  
Frontgate  
Magnolia  
Studio McGee  
...and more

## WHY IT MATTERS

75% of businesses aren't prepared for  
the relentless pace of change, but you  
can be.

We provide the ultimate tools for  
understanding what your future  
consumers will value, and build  
credibility with your retail partners  
to establish trust.

Our research also empowers you to  
confidently develop products that will  
speak to future shoppers, allowing you  
to focus your team's resources efficiently  
so you can keep doing what you do best.



...and more, consumers are seeking slow living lifestyles where they can return to the comforts of a quiet and a free-spirited mood, they look to find solace in the simplicity of life's pleasures. Here, earthy... The narrative unfolds in a fresh countryside farmhouse with a design focus on



After about a decade of clean mid-century design, we're seeing a shift towards a warmer, earthier aesthetic that blends the best of minimalism, evolved mid-century, transitional looks, and Japanese styles. Modern homes are evolving from high contrast blacks, whites, and greys, to a softer look bathed in earthy browns that leans further into the organic forms found in nature. Though the interior palette is neutral, plenty of delicate and even ornate greenery branches, vines, and trees bring a soft and luxurious touch.



As climates shift, we will see more eyes turn towards desert dwellers and their ancient wisdom for survival. Here, we weave together the warmth of desert sands and the awakening of nature's embrace. Natural materials take the shape of organic forms for decor to speak tales of cultural heritage with a minimalistic look. A balanced blend of earthy textures and hues of a fiery sunset brings a desert's spirit and the season's blooms together, creating a sanctuary of respite and soulful reflection.

INSPIRATION | 24

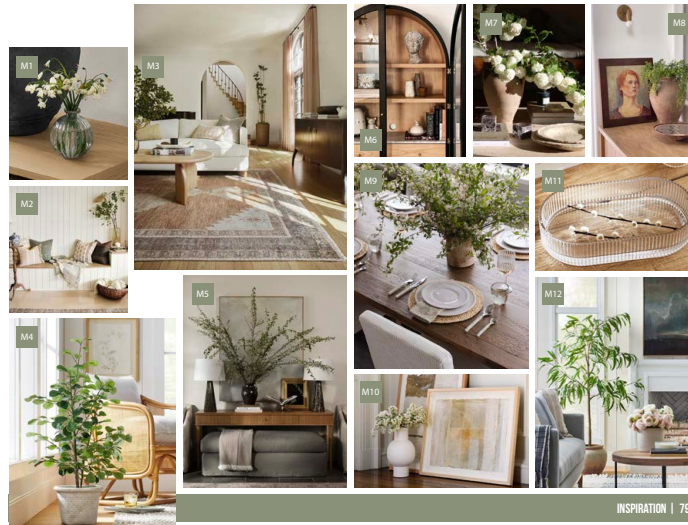
## OUR RESEARCH PROCESS:

Our research process involves combing through social media accounts, performing in-depth studies of the current market, attending and reporting on global trade shows, and analyzing external trend reports, current events, and cultural shifts to create trend decks that clearly articulate where the market is heading.

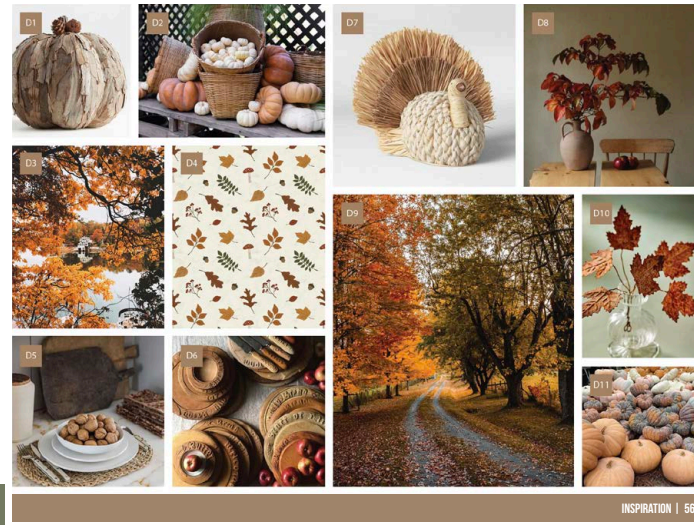
INSPIRATION | 42



## SPRING 2024 TRENDS & PRODUCT



## HARVEST 2024 TRENDS & PRODUCT



## HOLIDAY 2024 TRENDS & PRODUCT



## TRANSLATING TREND INTO PRODUCT

Not only do our trend decks clearly communicate where the market is heading, but they create a simple road map for designers to follow in order to create salable products that tomorrow's consumer will love. Here are just a few examples of product that we helped bring to life through collaboration with PD teams.





FAUX FLORAL



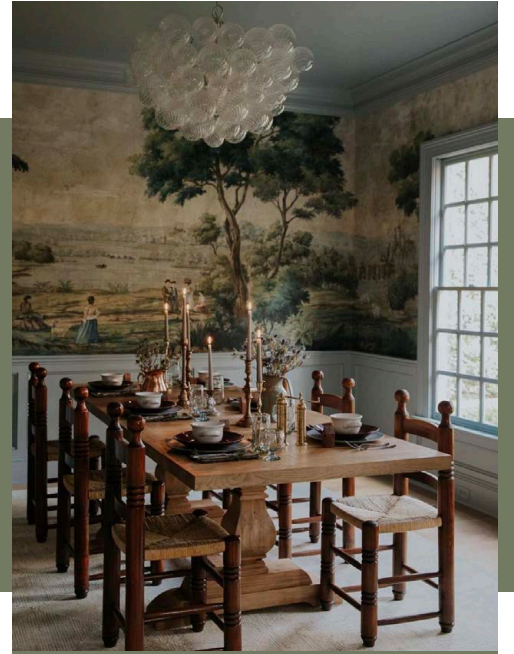
SEASONAL



PARTY



TRADE SHOWS & SOCIAL MEDIA



HOME

# WHAT'S INSIDE

Within this deck, you'll see excerpts from our trend work in faux floral, seasonal decor, party, social media, trade shows, and home design. Depending on your product category and specific needs, custom reports can be tailored to support your products and communicate what is most important to you and your customers.

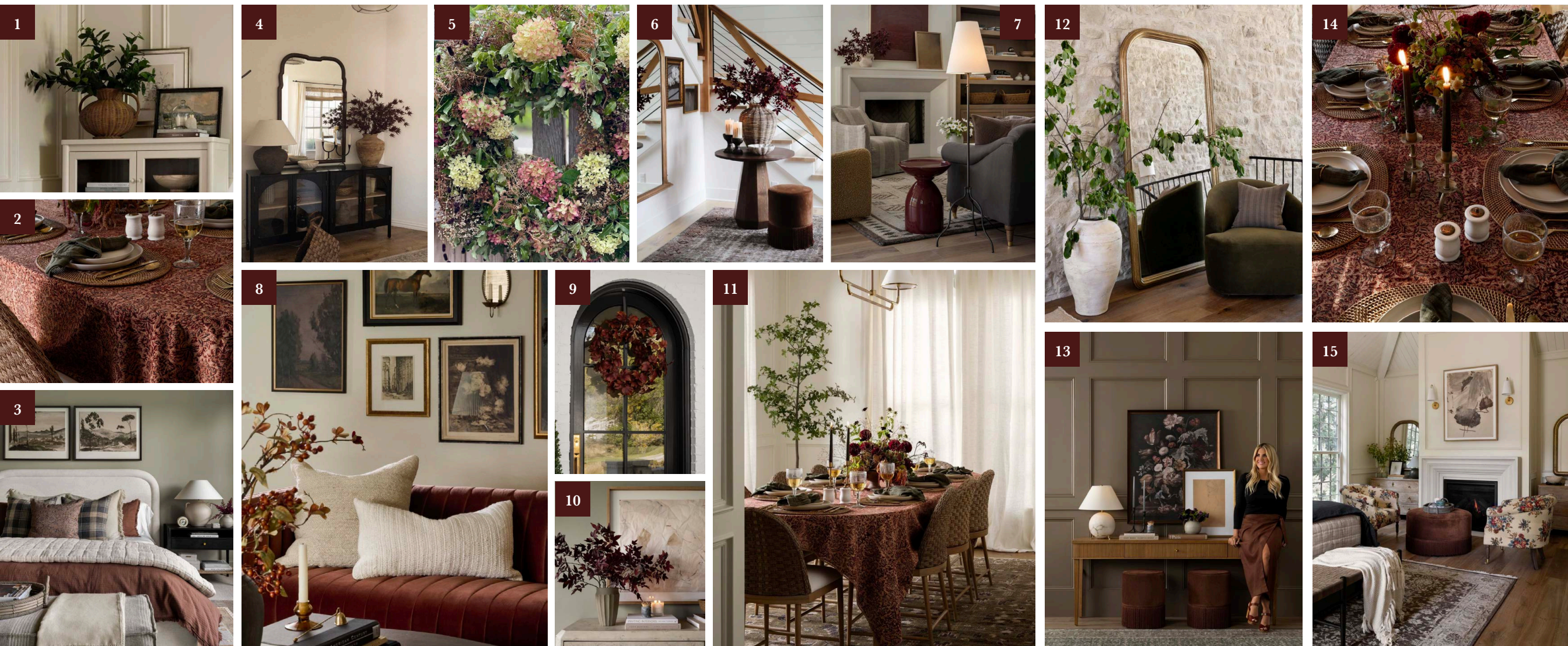
# CASUAL ELEGANCE

## FALL 2025 - FAUX FLORAL



This is a portion of one of three trends from a Fall 2025 trend deck for a faux floral vendor. It was mainly influenced by social media, High Point Market, FashionSnoops, and an indepth market analysis





The rise of “Quiet luxury,” where modest design is met with quality materials, is driving a paired-back aesthetic that’s still full of sophistication. Consumers are looking to create intentional moments that are at once understated yet elegant, time-honored yet fresh, and familiar yet elevated. Enter Casual Elegance, where we take our cues from old-world luxury with a modern sensibility and lean into rich wine hues, artisan vessels, and effortless charm.



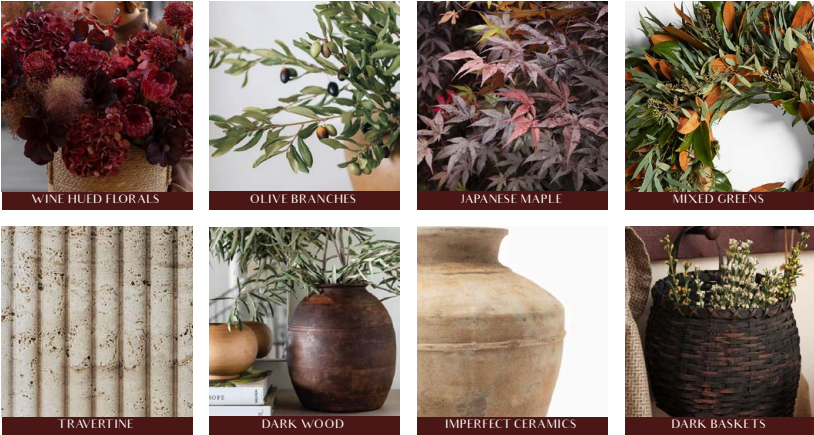
# ADDITIONAL PAGES



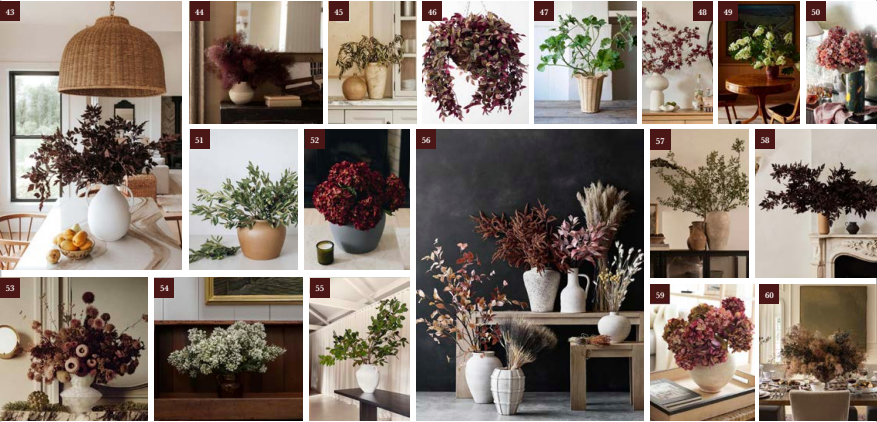
## KEY INFLUENCES

OTHERS: Pottery Barn | Afforal | Zara Home | Colin King | West Elm | Soho Home | Lulu & Georgia | Wildflower Home Interiors

11



KEY COMPONENTS & MATERIALS SNAPSHOT | 13



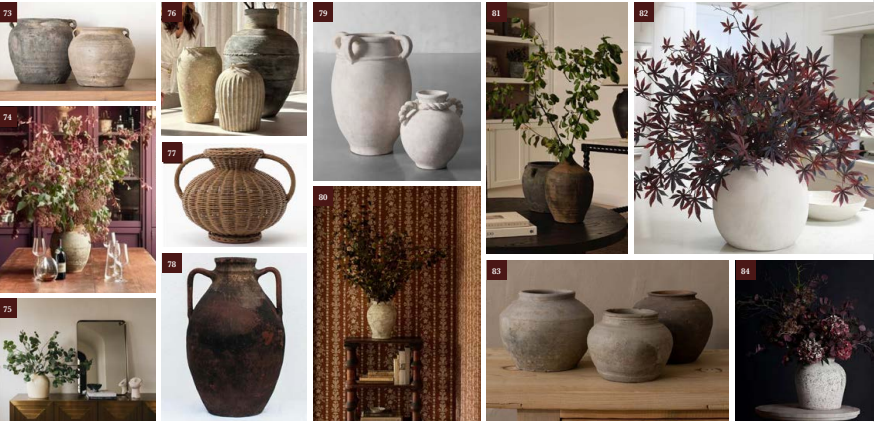
Branches | Single component arrangements | Understated vessels | Moody houseplants

TABLETOP | 16



Update olive trees | Japanese maple | Ditsy leaves with burgundy hues

FLOOR | 17



Artisan vases | Imperfect Ceramics | Stone vessels | Baskets | Historic accents

VESSELS | 18



## COLOR PALETTE

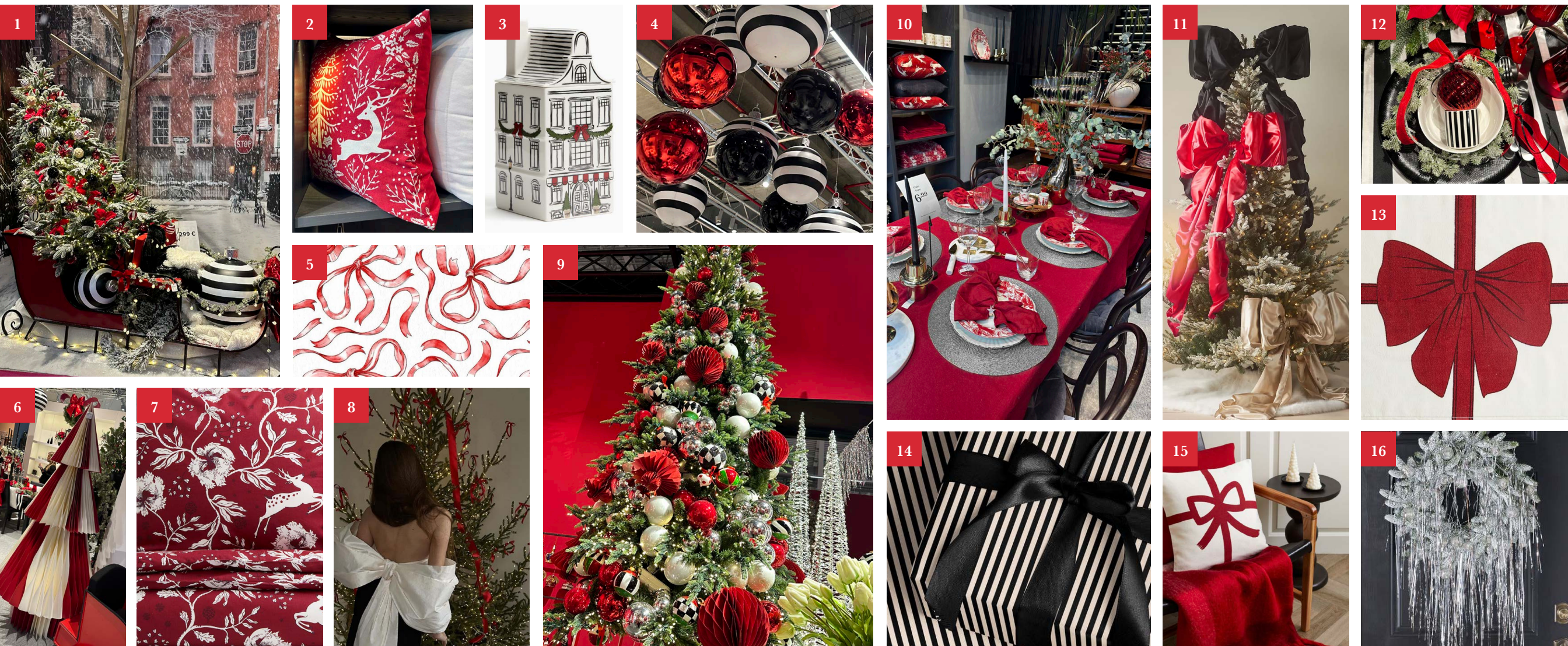
19

# PREP THE HALLS HOLIDAY 2025 - SEASONAL



This is a portion of one of five trends from a Holiday 2025 trend deck for a vendor that specializes in seasonal decor. It was mainly influenced by social media, Christmasworld 2024, London 2023, FashionSnoops, and an indepth market analysis





Pulling from what we saw on our past London and Christmasworld trips, this preppy yet classic story of black, off-white, and red is about to take over in a big way. Here we find a graphic look reminiscent of Kate Spade and MacKenzie Childs where fresh greenery, crisp reds, warm ivories, bold blacks, and levels of silver combine to create a rather posh Holiday aesthetic that embraces a subtle maximalism after years of overly simplified celebrations.



# ADDITIONAL PAGES



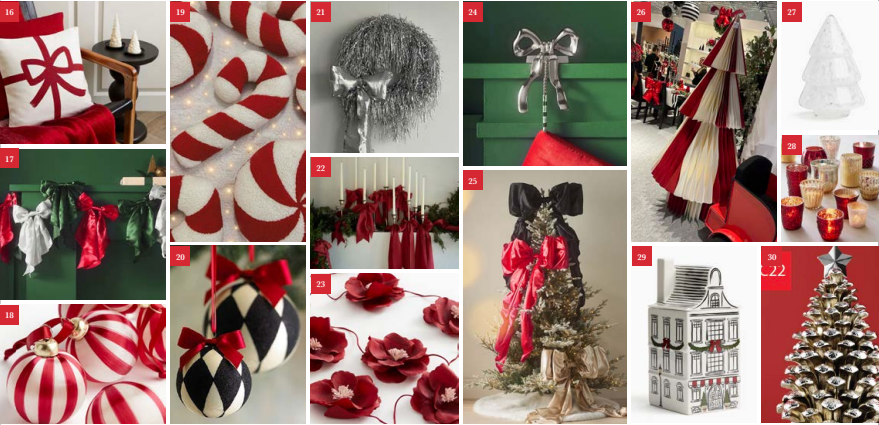
## KEY INFLUENCES

OTHERS: Christmasworld | West Elm | Americasmart | Kate Spade | CB2 | Selfridges | Frontgate | Bergdorf Goodman

3

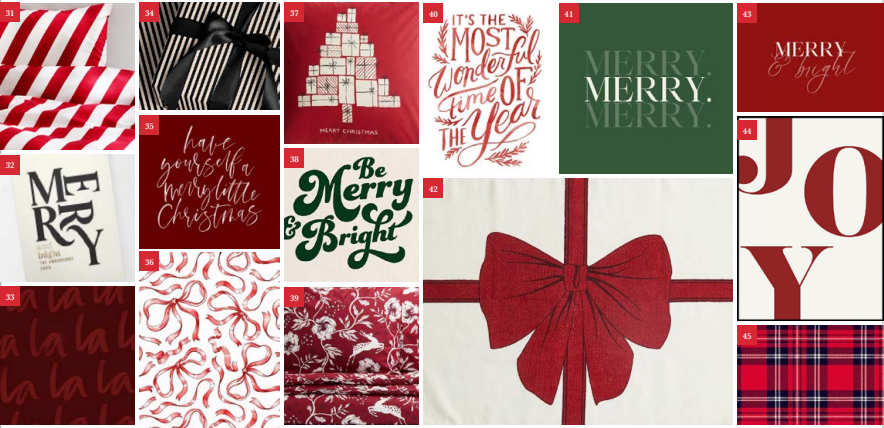


KEY COMPONENTS & MATERIALS SNAPSHOT | 5



Pillows | Bow Garlands | Bold Ornaments | Tinsel Wreaths | Flower Garlands | Chrome Stocking Holders | Ceramic Houses | Oversized Bows | Honeycomb, Glass, & Silver trees | Votive Holders

DECOR | 6



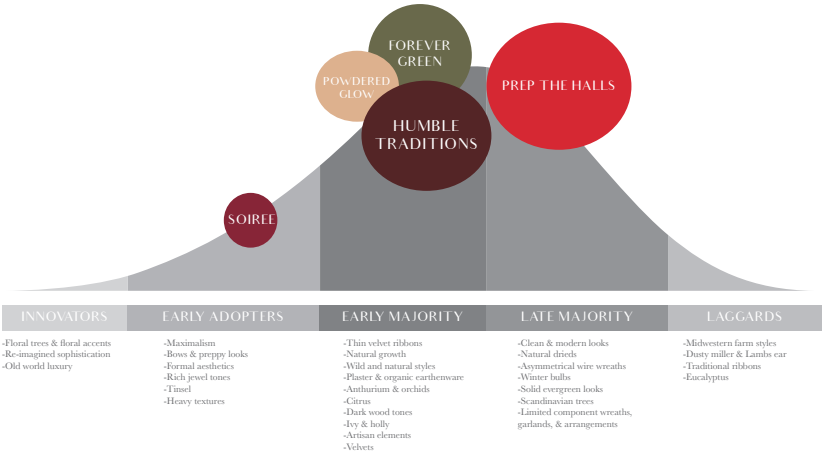
Cabanna Stripes | Crisp Typography | Hand Lettering | Black & White Stripes | Bows | Presents | Graphic Florals | Red, White, & Black Tartans

GRAPHICS + ICONS | 7



## COLOR PALETTE

11



TREND CURVE | 48

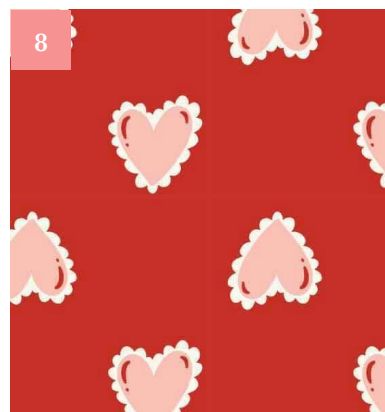
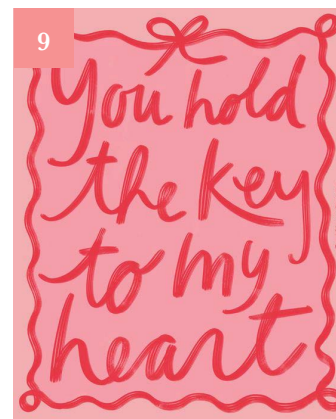
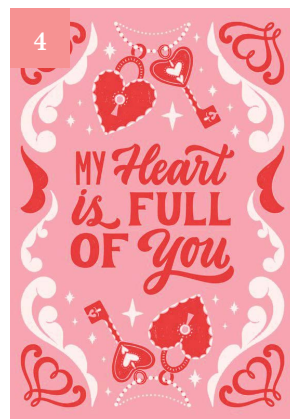


# TICKLED PINK VALENTINES 2026 - PARTY



This is one of three trends from a Valentines 2026 trend deck for a party vendor. It was mainly influenced by Americasmart, social media, FashionSnoops, and an indepth market analysis





Float away on a pink cloud into the land of girlhood fantasy. Here, frilly lace, soft pastels, and pretty bows create a lovely atmosphere for romantic daydreams in this Valentines trend. Petal-colored pigments, scalloped edges, and doily-trimmed hearts dance against a backdrop of girly charm, Victorian cakes, cherries, and sweet treats that give a flirtatious wink to an indulgent celebration of pure femininity.

## KEY INFLUENCES

Anthropologie | Feminine Revival | Bridgerton | Urban Outfitters | Bando | Sophia Furio | Tezza Burton | Native Poppy | Vintage Valentines | BHLDN | TikTok



# ADDITIONAL PAGES



HEART BOARDERS



HONEYCOMB



PEARLS



PRESSED FLOWER LOOKS



FAUX CAKES



VELVET

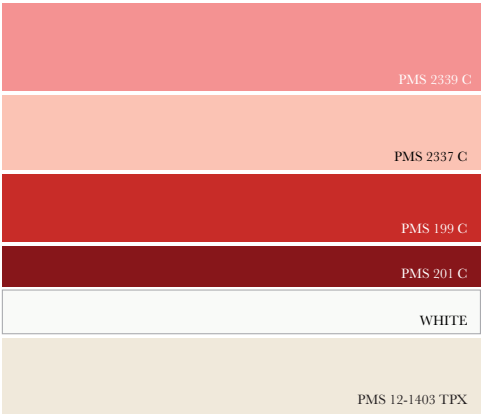


ACRYLIC

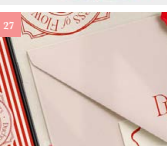
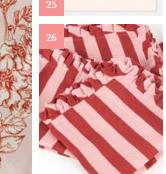
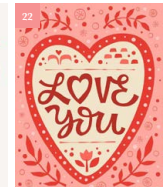
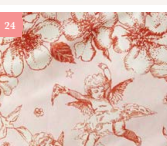
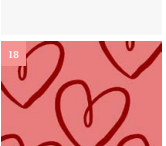


PLASTIC DOILIES

MATERIALS & FINISHES SNAPSHOT | 7

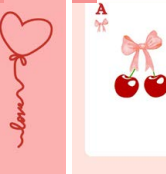
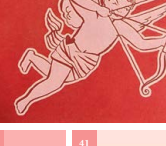
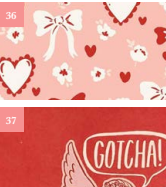
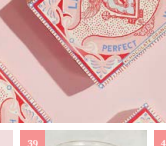
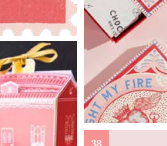
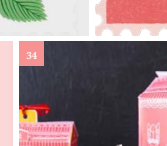


## COLOR PALETTE



Val inspired playing cards | Stamps and love letters | Bows | Cherries | Girly hand drawings | Cupid | Heavily iced Victorian cakes  
Toille | French verbiage | Vintage Valentines cards | Sweet treat puns | Cabana stripes & ruffles | Scallop

GRAPHICS & ICONS | 9



Decadent desserts | Vintage flowers | Hand drawn houses | Matches and matchbooks | Irreverent play on old classics

GRAPHICS & ICONS | 10

# MAISON & OBJET SHOW 2024

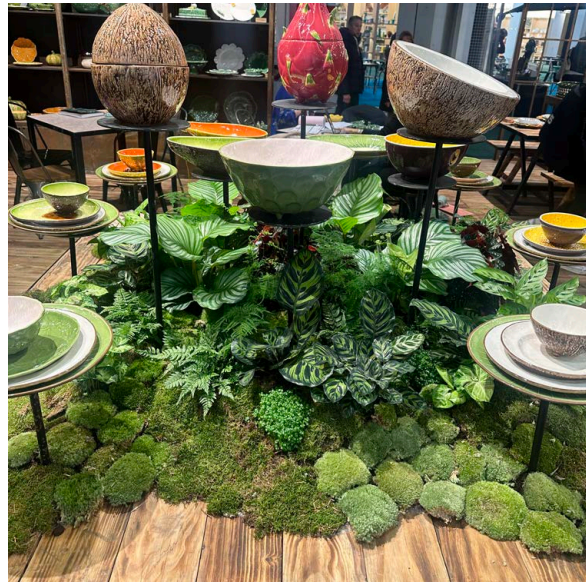


This is an excerpt from a full report on the January 2024 Maison&Objet trade show,  
which was used to inform Spring & Summer 2026 trends





ABUNDANT FLORAL



GREENERY



CITRUS



FOUND VESSELS



BASKETS



UPDATED SEASIDE



COLOR BURST



PEACHY HUES



# ADDITIONAL PAGES



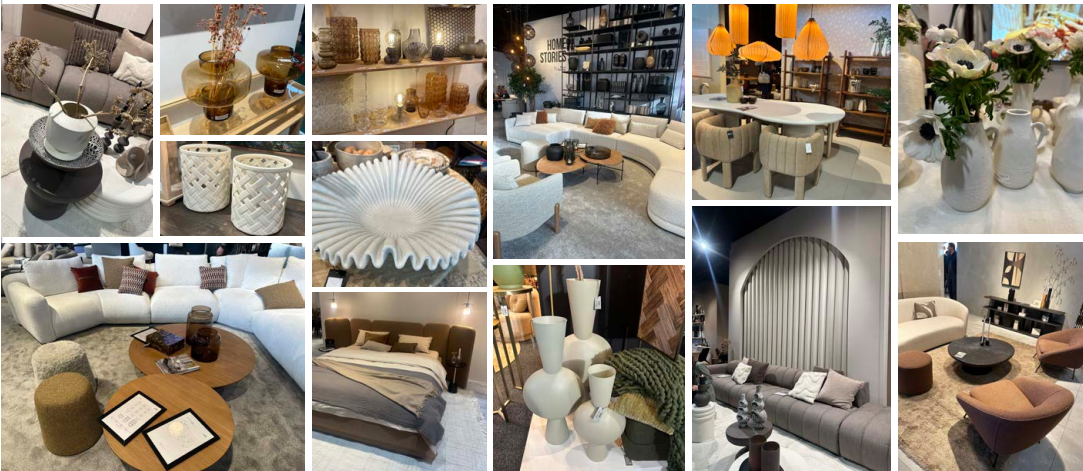
For the first time in years, the clear and unchallenged hero of the show was not greenery but floral. Whether spring blooms, wildflowers, tropical floral, or playful petals, flowers of all kinds exploded throughout almost every showroom and were typically bursting with color.

ABUNDANT FLORAL | 3



Long live color. If this show was about two things for us, it was floral and bright, playful hues. We loved seeing dramatic and unexpected color combinations all over the show and enjoyed how fearlessly brands embraced bold and playful patterns, shapes, and silhouettes that covered everything from retro, Gen Z, and modern aesthetics.

COLOR INFUSION | 7



There's been a lot of talk about color, but we would be remiss if we didn't quickly mention these warm neutrals that still dominated many of the furniture showrooms. They continue to give an alternative to high-contrast black and white spaces and offer a solution for minimalists who prefer to keep their homes clean and understated.

WARM NEUTRALS | 18



Another fun story that we saw again and again, especially in vessels, is this produce story that was full of fruits and veggies like strawberries, avocados, garlic, pomegranates, green beans, leafy vegetables, and other garden goodies.

PLAYFUL PRODUCE | 19



# SOCIAL MEDIA REPORT

## HOLIDAY 2023



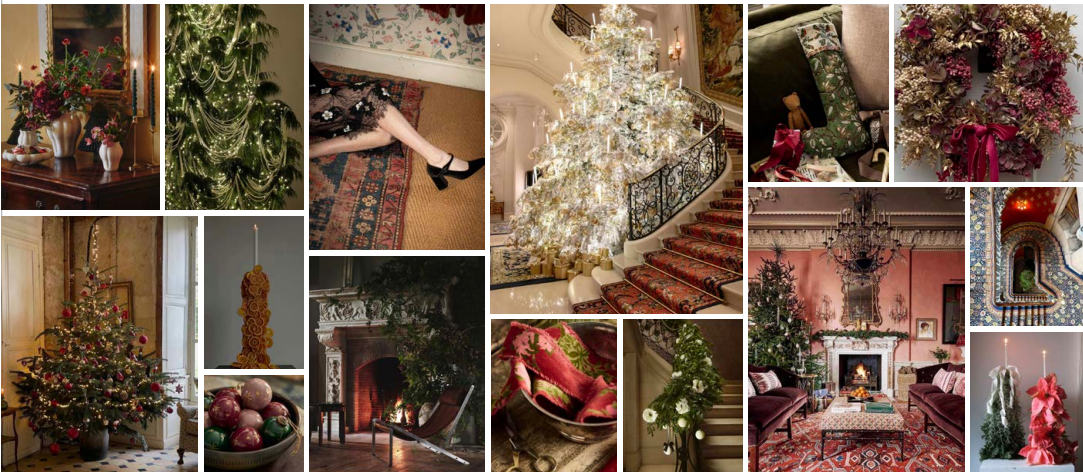




Across all seasons for several years now, we've seen the transitional look be the overwhelmingly dominant trend, and 2023 was no different. As we noted on our Fall 2023 social media report, this theme encompasses everything important happening right now: creamy neutrals, earthy reds, dark woods, touches of history, and a lived-in elegance. Specifically in floral, understated greenery was paired with muted berries, flowers, and citrus, and looks were paired back but sophisticated.



# ADDITIONAL PAGES



Speaking of elevated holidays, this European maximalist story was absolutely everywhere. As people tire of the minimalism of the past 10 years and long for color and personality, major brands styled their modern items in old-world spaces and influencers couldn't stop talking about ways to incorporate the look into American homes.

OLD WORLD GLAMOUR | 5



On the other end of the wild scale was this beautifully natural story full of mushrooms, moss, juniper berries, and earthy magic. Terrain also owned this look, but plenty of influencers opted to reject the clean lines of modern farm and instead embraced the wonder and imperfection of Scandinavian nature.

MODERN NATURE | 8



If you missed it, bows were by far the most important thing that happened for Christmas 2023 with hardly an ad campaign, department store, influencer post, party, or tree without one...or many. We loved seeing it translated in traditional, cottage, modern, and whimsical looks alike and can't wait to play with it more in development.

BOWS | 19



Finally, it wouldn't be a 2023 report if we didn't call out silver. As interiors often follow fashion trends, so Christmas followed jewelry trends as cool metals like silver, pewter, and chrome took over the scene. In no way did brass leave the chat, but we expect to see a lot more of silver in the years to come.

SILVER BELLS | 22



# MODERN COLONIAL 2025 - HOME



This is one of six trends from a Home 2025 trend deck for a vendor that wanted in-depth context of what kind of homes their products would live inside in the future





After about a decade of clean mid-century design, we're seeing a shift towards more traditional, lived-in spaces that blends the best of modern luxury and historic roots. Home owners who now crave texture and depth in their houses are evolving from high contrast blacks, whites, and grays, to more luxe spaces that are bathed in warm neutrals and desaturated earth tones. Gone are the days of stark design as consumers seek out softer touches, cozier areas, artisan pieces, and heritage accents to give their home a rich and timeless and charm.

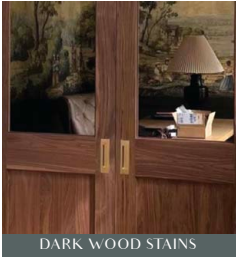


# ADDITIONAL PAGES

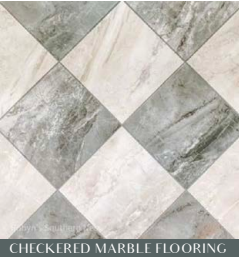


## KEY INFLUENCES

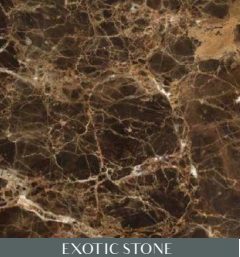
OTHERS: Amber Interiors | Lulu & Georgia | With Sara Le | Twentythird by Deanne | Wildflower Home Blog | Sarah Shermans Samuel



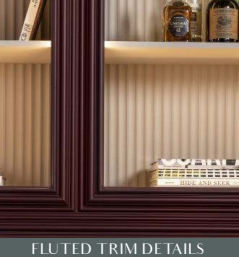
DARK WOOD STAINS



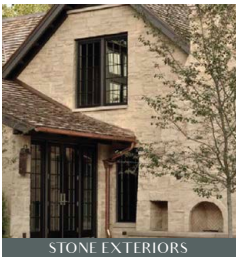
CHECKERED MARBLE FLOORING



EXOTIC STONE



FLUTED TRIM DETAILS



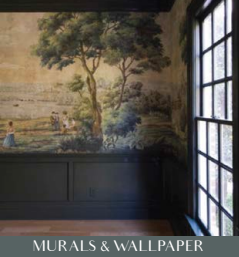
STONE EXTERIORS



COLOR DRENCHING



BRASS



MURALS & WALLPAPER





# THANK YOU

for taking the time to review our portfolio.  
We understand that creative assistance is a big investment, so we'd love to connect on how we can support your specific needs.

Trends are ever changing, and we know what it takes to stay on top of them.

Don't get left behind.

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