

gathering table

curating the future
of the home

COMPANY BIO

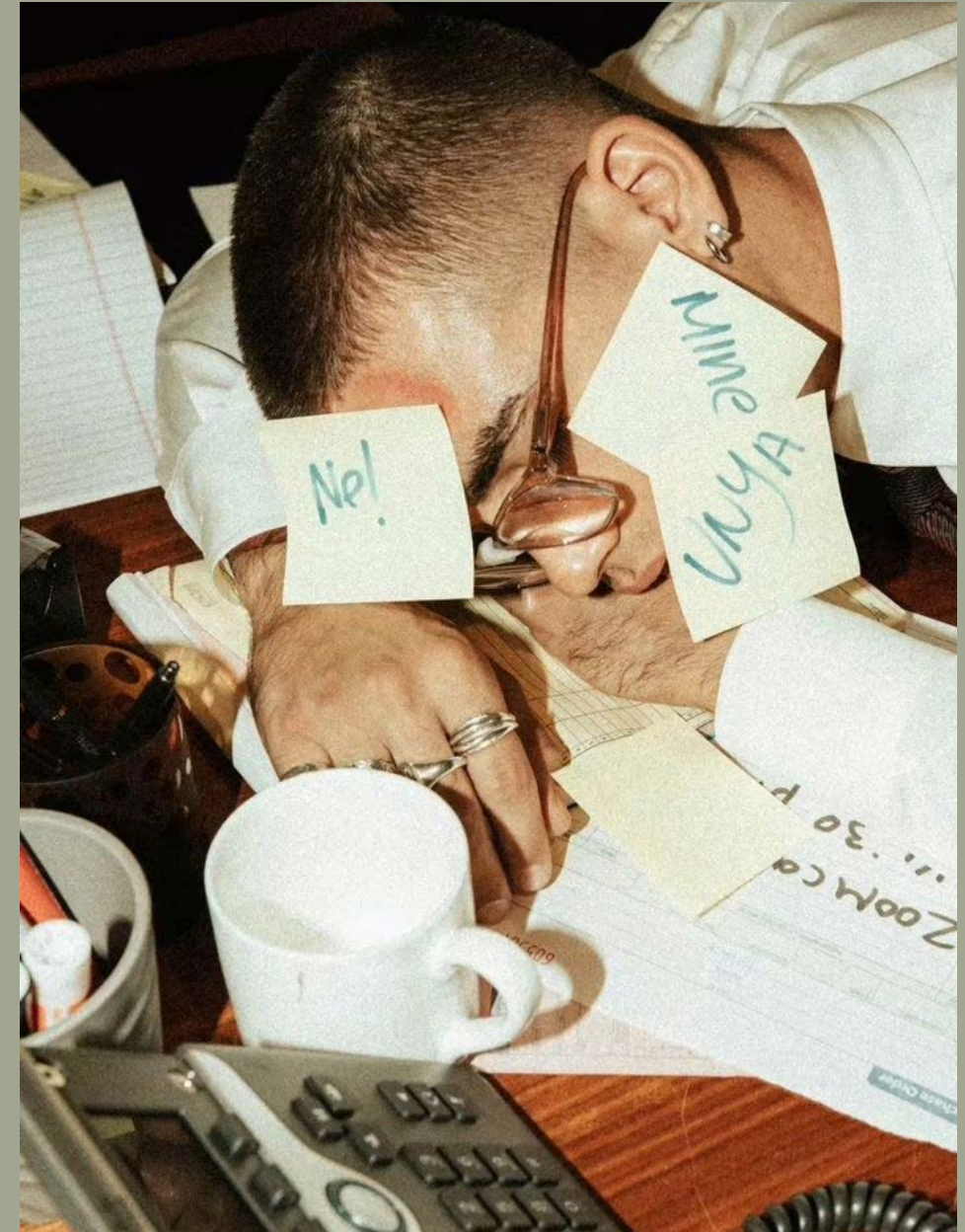
THE STRUGGLE:

STAYING AHEAD OF THE TRENDS

Your customers expect you to be the expert.

They want trend-forward products, and they count on you to bring the freshest, most relevant designs to the table, before consumers even know they want them. But there are challenges...

- ***No Time for Research*** - You're busy running your business, leaving little time to track trends.
- ***Where to Look?*** - Finding fresh, reliable trend insights is harder than ever, and generic trend reports don't focus on your product categories.
- ***Lack of Resources*** - Trend forecasting requires a specialized skill set and dedicated focus.
- ***Retailer Pressure*** - Buyers expect innovation, but they also demand proof that trends will sell.
- ***Speed of Change*** - Social media accelerates trends faster than ever, making it difficult to keep up.



YOU NEED TREND CLARITY, NOT CHAOS

But what if there was a way to cut through the noise and get
laser-focused insights, designed just for your business?



THE SOLUTION: WHAT CHANGES THE GAME

- ***Expert-led research*** at a fraction of the cost of a full-time hire.
- ***Digestible, category-specific reports*** tailored to your products and customers that solidifies your reputation as the industry leader.
- ***A trusted partner*** who can step in with your sales team to present trends in a clear, compelling way.
- ***A market-savvy middleman*** who understands both the retail landscape and what buyers need - bridging the gap between your customers and designers.
- ***Quality presentations*** that gain customer trust, strengthen relationships, drive long-term growth and increased sales, and pave the road for category expansion.

you don't have to react to trends,
YOU CAN SET THEM,
and that changes everything.

MEET GATHERING TABLE

YOUR TREND EXPERTS

With 20+ years of experience, Gathering Table helps you lead, not follow, with:

- ***Clarity & Confidence*** - We deliver clear, category-specific trend insights that keep you ahead of the market.
- ***Future-Proof Strategy*** - We help you move from reactive to proactive, ensuring your products align with what's next.
- ***Cost-Effective Expertise*** - We provide the knowledge of a full-scale trend team for less than a full-time employee.
- ***Sales & Development Support*** - We empower your team with the tools, insights, and presentations they need to win over buyers and strengthen customer relationships.
- ***Market Validation*** - We provide credibility and market-savvy insights that give merchant teams confidence in your direction.





WHAT WE OFFER

Comprehensive Trend Decks Including:

Key Themes

Aspirational Inspiration

Key Drivers - Brands, Influencers, & Culture

Category Specific Product Direction

Key Materials & Finishes

Print & Pattern

Trending Colors

Trend Curves

Creative Direction

Market, Trade Show, &
Social Media Reporting

Merchant Support - Presentations,
Line Reviews, Brainstorming, & Relations

AREAS OF EXPERTISE

Home Decor

Seasonal

Faux Floral

Party & Celebrations

Gift Wrap & Stationary

Housewares

Food Gifts

Lifestyle

Social Media



We see into the future,
SO YOU DON'T HAVE TO.

OUR PROCESS

1. RESEARCH

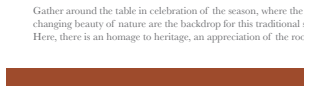
We utilize category-specific, custom-tailored analyses of social media trends, market data, trade shows, and cultural shifts to identify emerging opportunities for each of our customers unique needs.

2. COLLABORATION

We work closely with your sales, design, and leadership teams to align insights with your business goals and come alongside your customers to bridge the gap between merchants and designers.

3. IMPLEMENTATION

We provide clear and concise trend reports to empower your team, and work alongside your retail partners to strengthen your relationships, refine your product development, and drive sales success.



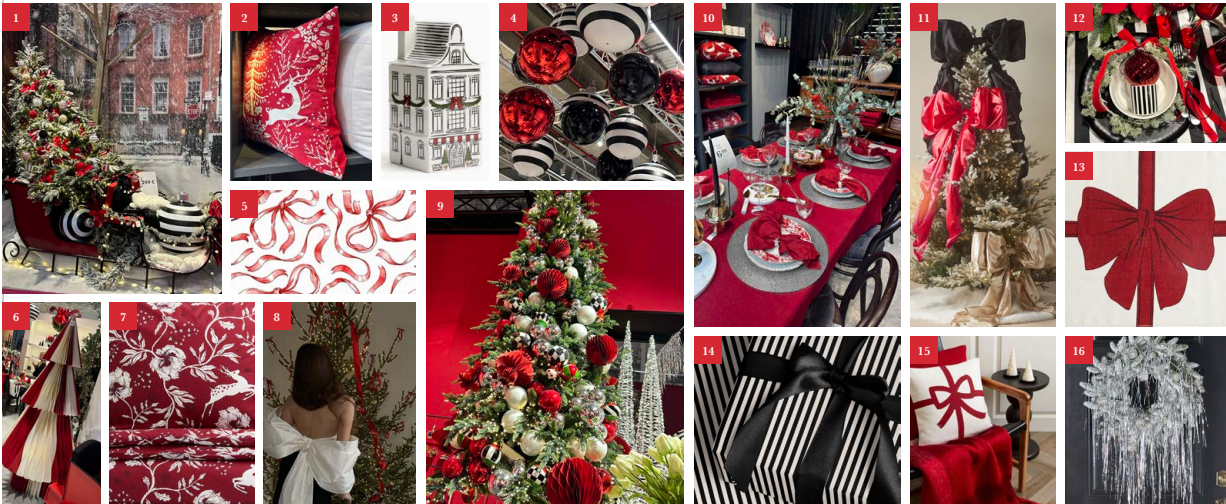
- **Trend & Cultural Analysis** - We examine external trend reports, current events, and cultural shifts to contextualize trends within a broader societal framework.

TELLING THE STORY TO SELL THE CONCEPT

We analyze, filter, and combine our findings into clear, visually compelling reports that articulate where the market is heading and how businesses can capitalize on emerging opportunities.

Our decks provide a comprehensive snapshot of why each trend is important and what brands and cultural shifts are driving the new direction.

PREP THE HALLS HOLIDAY 2025 - SEASONAL



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.

INSPIRATION | 3



POTTERY BARN



H&M HOME



MAKENZIE CHILDS

KEY INFLUENCES

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



FLORAL ACCENTS



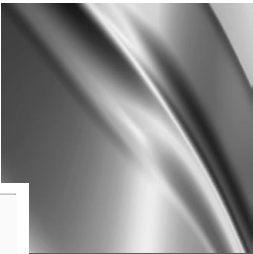
SEQUINS



HONEYCOMB



VELVET



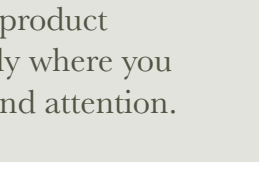
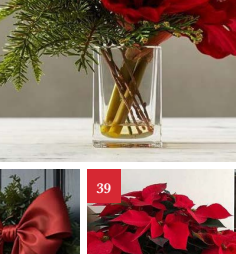
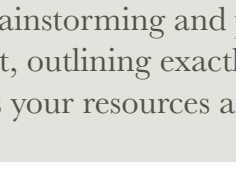
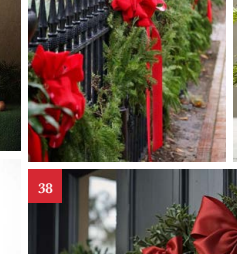
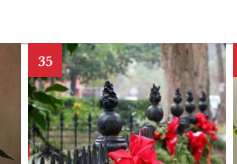
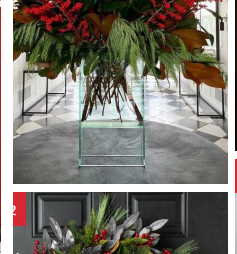
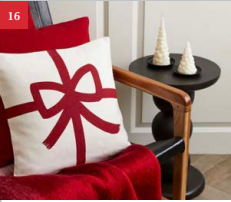
SILVER & CHROME

KEY MATERIALS | 5

DIGGING INTO THE DETAILS FOR YOUR SPECIFIC CATEGORY

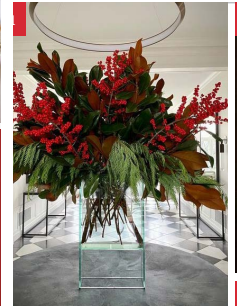
Whatever your product categories, we dive deep into what materials and piece types retailers will be clamoring for, and the products your consumers don't even know they want yet.

Our decks become your road map for customer brainstorming and product development, outlining exactly where you should focus your resources and attention.



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

DECOR | 6



Berries & Pine | Red Magnolia Blooms | Poinsettia | Sweeping Garlands | Mixed Greenery | Oversized Bows
Minimal Ornamentation | Amaryllis | Berry Topiaries

FLORAL | 13

ROUNDING OUT THE DIRECTION

We insure that you have everything you need, from color codes to print, pattern, and typography direction, as well as detailed trend curves that show you where we've been, where we are, and where we're headed.

Don't see information you'd need? No problem! We tailor each of our reports for our customers unique requirements.



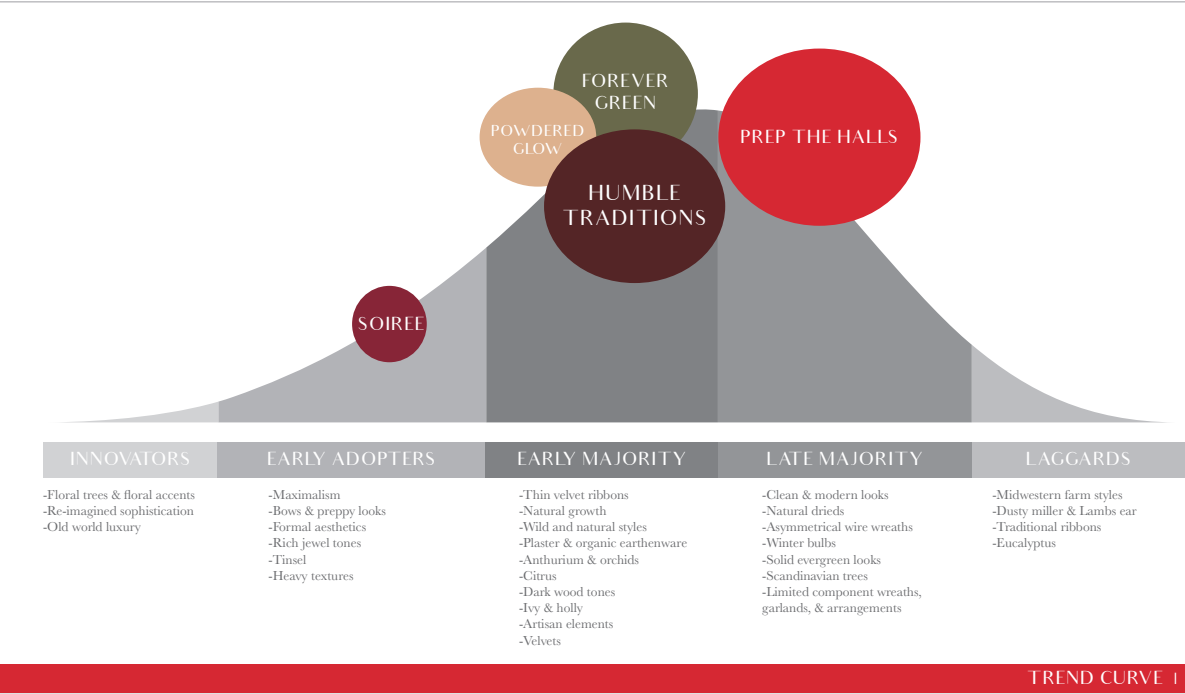
COLOR PA



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

GRAPHICS + ICONS | 7

TREND CURVE | 48



WHO WE'VE SUPPORTED

Walmart 

sam's club 

Michael's

COSTCO
WHOLESALE



TARGET



MAGNOLIA
HOME

POTTERY BARN

Crate&Barrel

FRONTGATE

STUDIO MCGEE



TESTIMONIALS

I worked with Gathering Table for nearly a decade, and they were an invaluable asset to my business. Their exceptional trend direction consistently kept us ahead of the curve, ensuring we offered products that truly resonated with our customers. I relied on their insights to drive strategy and product selection, which directly translated to impressive sales growth. Gathering Table's expertise gave us a competitive edge that was unmatched. I highly recommend them to anyone looking to elevate their business.

- **Deanna, Sam's Club Senior Merchant, Seasonal**

I highly recommend The Gathering Table, which I had the pleasure of working with for four years while being a Merchant at Walmart, overseeing the Valentine's, Easter, Spring, and Summer Decor categories.

The Gathering Table's expertise in macro trends for upcoming and future seasons was invaluable to our team. I always looked forward to the yearly trend summit to hear the latest insights, which were consistently accurate and insightful. Their deep understanding of the Walmart customer made my job significantly easier, as I could always rely on them to provide data that was both easy to digest and highly relevant to our development.

The Gathering Table's ability to work with multiple seasons is a standout quality. They were always available for consulting, quick to respond, and the presentations were of the highest quality. The data was not only comprehensive but also presented in a way that was easy to understand and implement. This greatly contributed to our ability to stay on trend and meet the needs of our customers.

The Gathering Table is an expert in their field, a reliable consultant, and a pleasure to work with. I highly recommend The Gathering Table for a company that requires a deep understanding of market trends, excellent communication skills, and the ability to work effectively with a diverse range of products and seasons.

- **Snow, Walmart Senior Merchant, Seasonal**

I have had the wonderful opportunity to work with Gathering Table on multiple seasons over a decade. They have "the eye" as we call it in the trend business. The expert "eye" notices both what's no longer there, but more importantly how to anticipate what's next. This is a combination of analytical data and observations about lifestyle changes across socioeconomic groups. They're very talented in how they develop the trends into visual stories. They are highly ethical in how they approach projects and respects her client's confidentiality. - **Carol, Walmart Senior PD & Sourcing, Seasonal**

Gathering Table is a true pleasure to work with. They have the perfect balance of creative talent and strategic mindset. They are able to forecast trends with incredible accuracy – and interpret them to the specific needs of each customer, showing examples of how they can translate the trends into sellable products.

The time they spend getting to understand the needs of each customer (both internal and external) really shows in their finished work.

They are very professional (and fun!). My customers always looked forward to walking a trade show with them or listening to their trend presentations. They played a critical role in bringing my company to the forefront of trend design in the eye of each of our customers. - **Mindy, National Account Manager, Faux Floral**

The Gathering Table is talented and amazing to work with. They have an ability to take trends and interpret them into relatable, sellable ideas. Their presentations leave customers excited and interested. I worked for a national retailer for 20 years and saw many trend presentations, but Gathering Table's were top notch and really validated their partners in the industry. Their trend and market knowledge gave their vendors an edge and credibility among many suppliers. - **Andrea, Pier 1 Merchant - Decor**

TESTIMONIALS

I have had the pleasure of experiencing Gathering Table's incredible talent in trends and color forecasting, and I am consistently impressed by their expertise. Their presentations are not only visually stunning but also clear, insightful, and easy to understand. They have a true gift for translating complex concepts into engaging and actionable insights. On top of that, they are fantastic presenters—confident, knowledgeable, and able to captivate any audience. I highly recommend them to anyone looking for top-tier expertise in this field!

- Christina, Sam's Club PD & Sourcing, Seasonal

Gathering Table is an inspiring, wealth of knowledge & an amazing collaborator in trend & design direction. I always trusted the trend stories they shared to be accurate, well-researched & customer centric to our Michaels customer. They're the perfect combination of art & science & their pure joy for trend is contagious!

- Andrea, Michaels Co. Senior Director, Trend, Design, & Packaging

Collaborating with Jess at Gathering Table significantly transformed my understanding of how trend forecasting directly influences sales. In today's digital age, where social media reigns supreme and staying ahead of trends can make or break a season, Jess stands out as a true leader in her field. Her ability to navigate the vast landscape of online content and filter it into actionable, relevant trends is unparalleled. Jess also possesses the unique ability to translate these trends into marketable products that cater to consumer needs.

Throughout our time working together, Jess was widely regarded as the most reputable and sought-after trend source. Each season, her forecasts were consistently the most relied upon across all the merchants I collaborated with. Jess possesses an innate talent for identifying trends that cannot be taught. She is a dedicated team player, an exceptional worker, and offers invaluable support. **- Haley, Walmart Senior PD, Seasonal**

When it comes to Gathering Table, one word resonates above everything else. Amazing. In all aspects, they are amazing. The trends they put out are in tune with consumers. Through their trends, they can articulate what has happened, what's happening now and what we can expect to see in future. They're magicians! Their trends are easily translated to product. We've been able to drive incredible ROI from their trends with product development.

During the sales process, their trends are a vital part of the discussion. Like all buyers, they buy product! Not ideas or strategy on a PowerPoint. Their trends help buyers visualize what they can expect their assortment to look like and how it can increase sales and drive traffic. They've been a leader in forecasting trends for some of the largest players in the industry, and their work speaks volume and provides credibility to my strategy points when I pitch the buyers. They are collaborative with all cross functional teams and it helps the ideation process from start to finish. They have a unique and very effective way of communicating trends to all audiences. They're an asset and will bring growth and success to any project they handle.

- Nick, VP of Business Development, Faux Floral

My company and I have the pleasure of working with Jess from Gathering Table's, and we love her enthusiasm and passion for trend. Jess is truly an expert in the seasonal industry, we rely on her expertise to forecast future trends so we can remain "fresh and relevant". She understands the true need of translating industry trends that impact the customers business and therefore helping the customer realize how they can capitalize on those trends.

Through the trend analysis Gathering Table provides, we are equipped to anticipate future shifts. This method forms the backbone of our PD process and is vital a part of our development season.

- Russ, PD Director, Party

let's create
THE FUTURE
together

email: thegatheringtablenwa@gmail.com

WeChat ID: jesskilgo