

The IID Nemeth trend report



By [Dave Nemeth](#)

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A collaboration between Dave Nemeth, a trend forecaster specialising in interior design, décor and furniture, and the IID (the Institute of Interior Design professionals) has resulted in the launch of South Africa's first specialised trend report for these industries. Having been in the industry for the past 17 years, and in recent years doing trend forecasting for a leading retailer, it became apparent as to how few creative forecasting services the design industry actually has access. There are a host of international companies, but their services are generally too costly for most design agencies and smaller retailers. The information given often takes a specialist to decode the analogies and people find themselves spending hours researching a specific direction that most likely won't be applicable to the local market in any case.



The IID Nemeth trend report looks at international trends and colours, which are of paramount importance for us to start really getting recognised within the international design arena. The main focus, however, is producing forecasts that are applicable to our market, as well as giving unique identity to our designs. Certain colours, that may be the next big thing in Europe, just simply don't sell or are not commercially viable in South Africa. We have different light, different complexions and a totally different environment. We also look at fashion sales in SA, meaning that if you don't wear a specific colour, you certainly not going to fill your surroundings with it.

These trend forecasts cover aspects such as colour palettes, key items, key patterns, and consumer attitudes. Overviews are being presented at Decorex, Cape Town and Johannesburg, with dedicated workshops for the design and retail trade covering further aspects, such as new ways of marketing, sustainability and local and international case studies. Anyone involved in interior design, décor or furniture will greatly benefit from these workshop sessions. The current report was presented last month in Paris to one of the world's leading trend forecasting agencies.

ABOUT DAVE NEMETH

A leading blue chip international company recently identified Dave as one of the top creative influencers in the country. Dave Nemeth is a qualified designer who has held a variety of senior as well as executive positions with some of the countries leading retail groups, spanning a career of twenty years. Email Dave at daven@worldonline.co.za, follow @davenemeth on Twitter and connect on Facebook.
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