



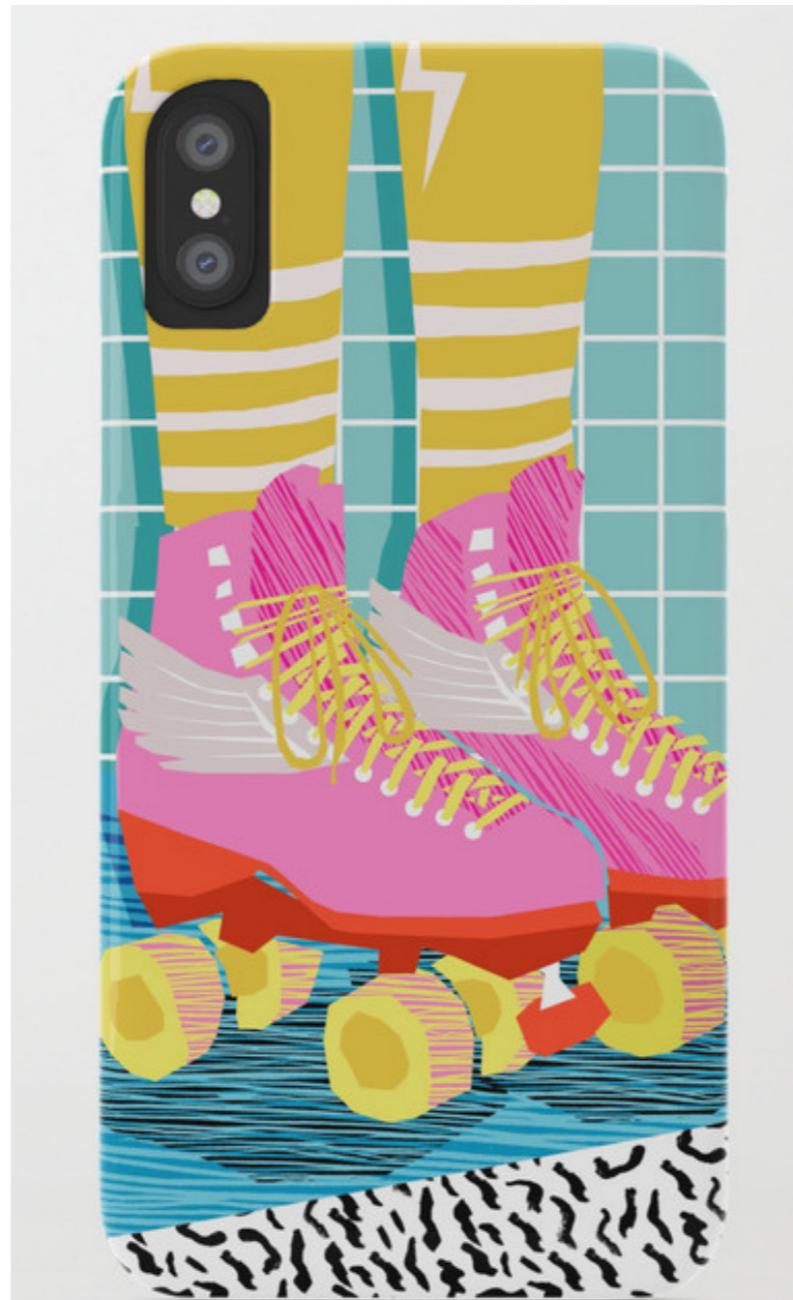
# Overview



Miniature Rhino



Carolina Buzio



Wacka

Nostalgia is key for summer 2018, as designers seek inspiration from the past with a fresh and playful approach.

- Astrology signs expand across all products, offering a personalised and elegant touch
- Exotic animals such as sloths and flamingos take centre stage. Sloths have goofy appeal while flamingos are a sophisticated option
- Retro red roses flourish across stationery and bedding with sweet and rebellious statements
- Palm leaves go bold with vibrant colour combinations and playful designs – ideal for high summer
- Old-school roller skates and 1990s tech items make for whimsical nostalgic prints
- A sweet summer treat, ice cream is a fun motif on party decor, stationery and textiles
- Dinosaurs get a cheerful look for the summer, shown in rainbow hues across houseware

# Astrology Signs



Lollipop Studio



Ali Express



Miniature Rhino



Red Cap Cards



KennaSatoDesigns

Zodiac constellations and horoscope star signs appear across all products, highly popular for Millennials and great for back to campus – from greeting cards to bedding. The minimalist and delicate astrological illustrations add a sophisticated and personal touch to gifts and decor. Designs come in various hues of blue, playing with glossy gold motifs and hints of black.

# Sloth Crush



Jolly Good Party



Darwin Designs



Sarah Ray



IWOOT



Junique

Sloths **remain** key icons this summer, embellishing stationery, tableware and shower curtains with their lovable facial expressions and careless attitude. Stylised interpretations of the upside-down hanging creature add a playful touch to the home, combined with amusing word play and messages.

# Red Roses



Retro-inspired red roses bloom rapidly across all products, adding a romantic, yet edgy feel to the home. 1990s rose illustrations come with sweet and encouraging statements that are perfect for a positive boost. Delicately hand-drawn designs decorate greeting cards and phone cases, appealing to a wide audience.

# Bright Leaves



Lillian Farag



Urban Outfitters



Natalie Lea Owen



Papersource



Oliver Bonas

**Palm leaves** get a fresh and colourful update in mix-and-match, contrasting hues and bold compositions. Retailers and designers move away from all-green leaf prints and offer an audacious alternative ideal for exotic statement pieces. Hand-drawn and graphic prints merge within single designs, playing with mark-making and flat colour backgrounds.

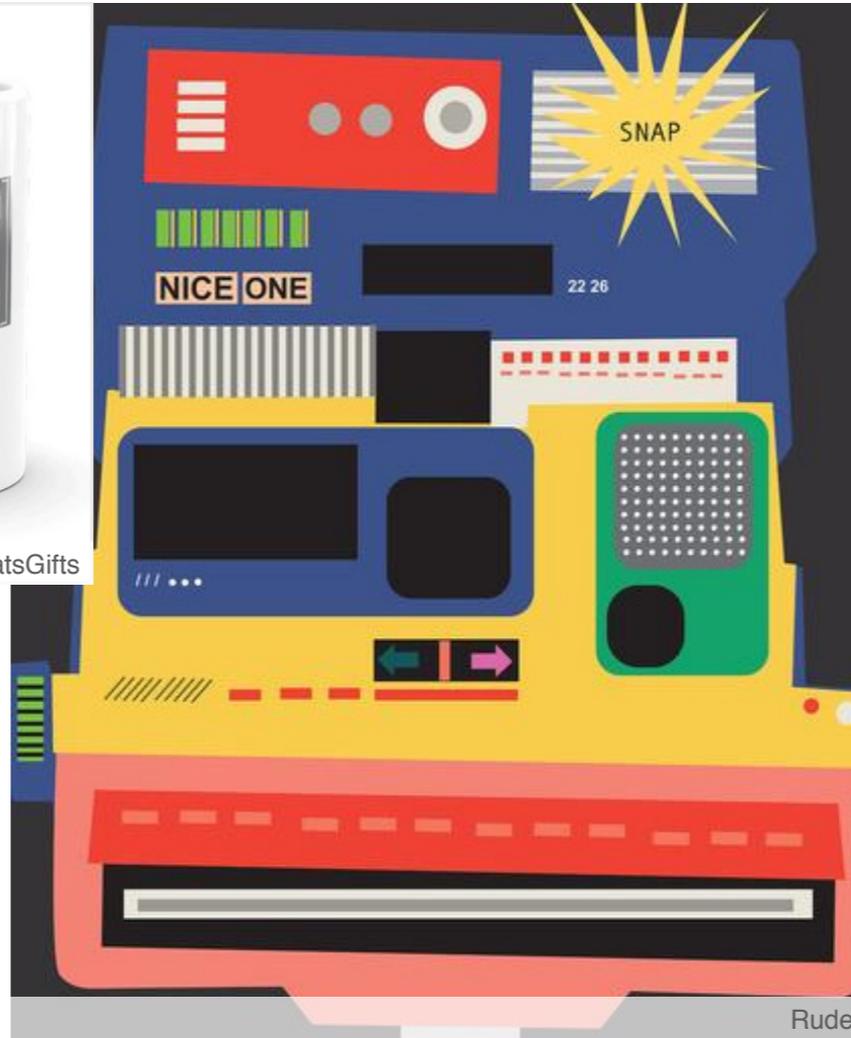
# 1990s Tech



Lucy Mail



EliteTreatsGifts



Rude



Society 6



Smyrna

An autumn favourite, [1990s nostalgia](#) continues to inspire product for the summer. 1990s technology is the focus, with stylised graphics of cassette tapes and cameras adorning items. Gaming icons are also key, found on everything from stationery to drinkware. Colours have a retro feel, as palletes include mint green, mustard yellow, red, and blue.

# Ice-Cream Treats



The Art Cave Creations



Talking Tables



Target



Sophie Beer



Fab Mix Home

A classic summer treat, ice cream inspires print and pattern on everything from stationery to textiles. Ice cream is shown in a hand-drawn style, presented in a mix of different flavours and styles, from an ice-cream float to a classic cone. Colour adds to the playful mood, with yellow and pink tones favoured.

# Sophisticated Flamingo



Mochithings



West Elm



Adairs



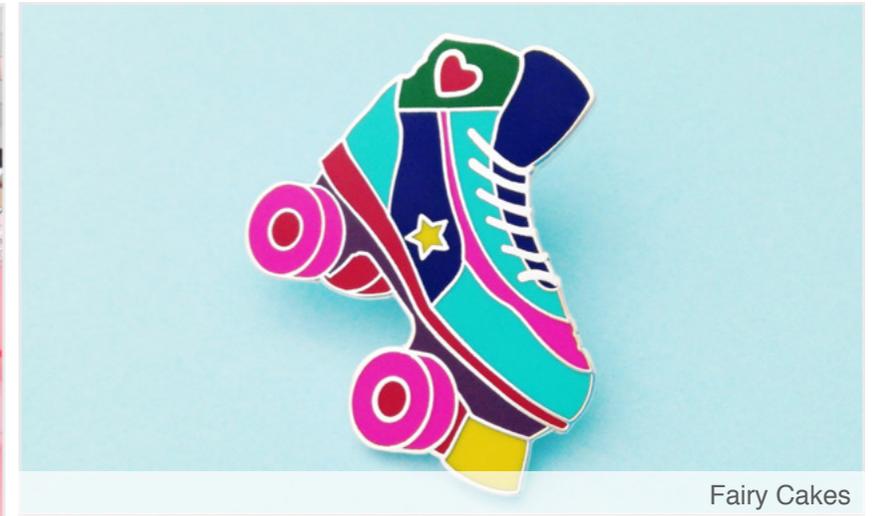
John Lewis



Fenella Smith

A summer staple, the [flamingo](#) gets a sophisticated update this season. Prints have a hand-drawn application with watercolour and illustrated styles. The use of soft pink on a white or a light blue background creates a mid-century, tropical aesthetic. The flamingo now has a refined look, appearing in all-over prints on textiles or in 3D form such as dainty as salt and pepper shakers.

# Retro Roller Skates



Roller discos of the 1970s inspire whimsical roller-skating motifs for the summer. Skates adorn stationery in an all-over print while their familiar shape informs pillows and pins. Pink wheels offer a girly look that is enhanced with the addition of a playful pom-pom or star.

# Colourful Dinosaurs



Barbara Dziadosz



JamesBarkerDraws



Ohh Deer



Oh Happy Day



Brad Woodard

Continuing from Christmas 2017, the dinosaur remains a key icon for summer. Dinosaurs are shown as whimsical illustrations on everything from party decor to stationery. Unique colour treatments of pink, orange and yellow bring a friendly look to these prehistoric creatures.

# Related Reports



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Rose Crush — Stationery With Style



Summer Celebrations 2018



Key Icons — Spring 2018



Summer Entertaining



Summer Gifting