

COLOR & FRAGRANCE

TRENDS & INFLUENCES

FALL/WINTER
HERBST/WINTER *19-20*

SPRING/SUMMER
FRÜHLING/SOMMER *20*

INTRODUCTION TO THE SEASON

2019-2020

The beginning of a new decade marks a blank page and a chance to explore new approaches to living well. A positive attitude underpins all trends for 2019-2020. It's about consciously taking charge of our needs, creating spaces for inspiration, daydreaming and wonderment, uplifting conversations, self-care and calm to balance out the pressures and contradictions within our society.

Escaping the pressures of a fast-paced world is no longer a once-a-year luxury reserved for holidays. Instead we see a rising interest in regular breaks and personally rewarding experiences. There is a focus on quality time for ourselves and with the people we want to connect with; face to face and online.

Consumers enjoy making the most of the moment, which manifests in two ways this season; through calm yet subtly engaging atmospheres and sophisticated colorful themes radiating a welcoming spirit. Scents, colors and textures are combined to raise awareness for what is truly precious to us; making life more beautiful and meaningful - everyday.

Time and space for solitary contemplation is carefully balanced with a joyful exuberance, individuality and desire to share and stand out. Fresh, bold and daring color combinations inject a new energy into the Summer season for the start of a new and adventurous new decade.

Color. 12640-20-6
Marrakech Leather

Color. 12641-40-6
Cognac

Color. 12642-60-6
Indian Incense

Color. 12643-60-6
Desert Sage



FALL 2019

Mother Earth

This trend is driven by a desire to reconnect with the earth. Seeking a sense of belonging, we're drawn to solitary landscapes in search of lost civilisations and ancient wisdom. The sun sets over the rich-hued Autumn desert, casting long shadows and bringing out the beauty of earthy twilight shades. Clay-like textures encourage us to feel grounded in the moment. Handcrafted finishes and carving become key for designing unique products.

FRAGRANCE

The calm beauty of nature from all corners of the world inspires authentic, yet crafted home scents. The richness of fine leather notes and cognac are well balanced with the sacred scent impression of Indian incense and grounded with the earthy scent of natural desert sage.

MARRAKECH LEATHER

Handcrafted; Leathery / Ambery / Vanilla

COGNAC

Desire for Excitement; Woody / Edible / Smoky

INDIAN INCENSE

Frangipani & Sandalwood; Floral / Powdery / White Florals

DESERT SAGE

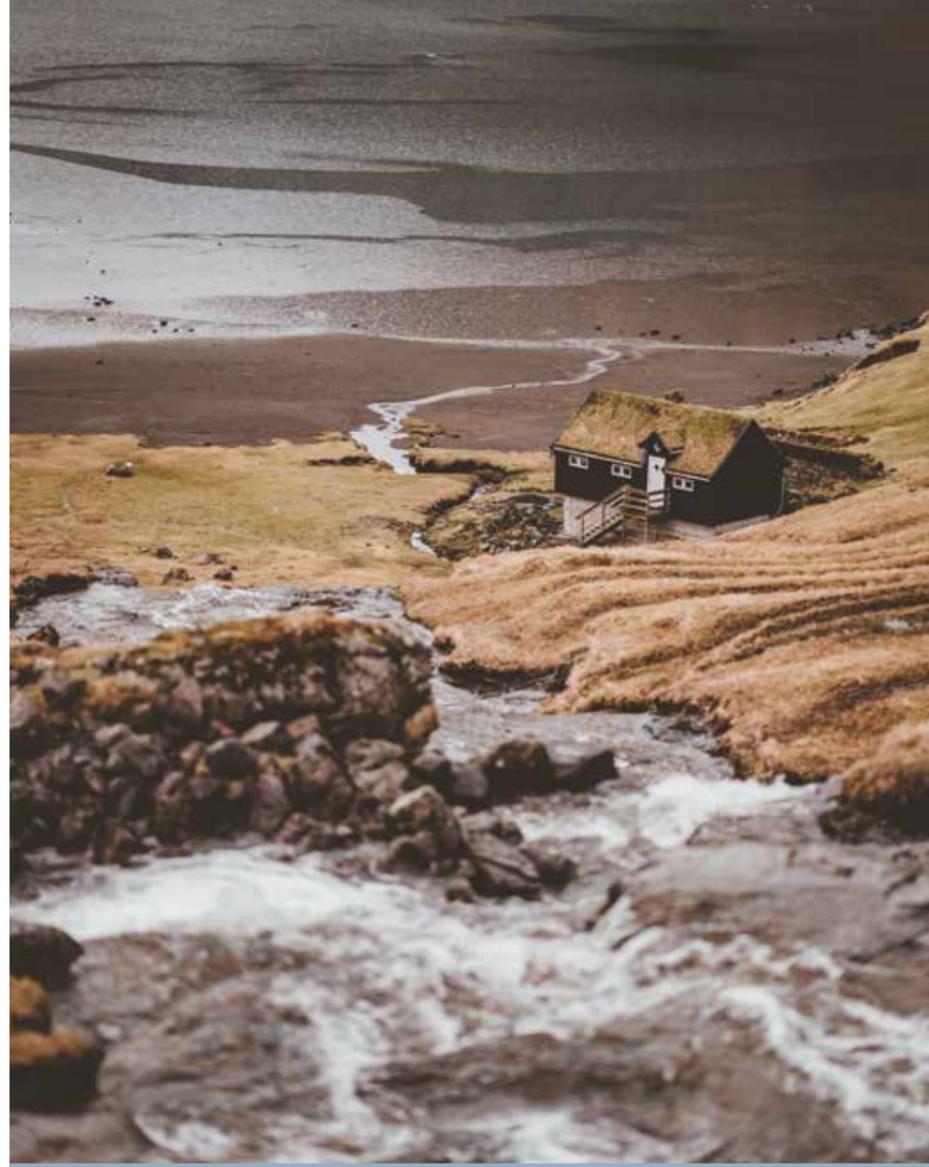
Subtle Earthiness; Herbaceous / Earthy / Sage

Color. 12644-50-6
Rough & Rustic

Color. 12645-50-6
Oakmoss

Color. 12646-40-6
Driftwood

Color. 12647-03-6
Velvet Black



WINTER 2019-20

Wilder

Unmapped and untouched environments are becoming rare and intriguing, inspiring a shift towards wild and untamed narratives. At home we create the perfect winter retreat, a remote Nordic isle isolated from the mainland. Objects are curiously rough and rustic and colors are stonewashed in appearance. Cosy up in chunky knits as candles are lit at nightfall, enjoying the taste and smell of locally foraged wild botanicals against the sound of crashing waves and whistling wind.

FRAGRANCE

Rustic, burnt woods and wild botanicals are infused with comforting earthy elements, combining feelings of warmth and freshness as the cool waves meet the craggy Nordic landscape.

ROUGH & RUSTIC

Sophisticated Whisky; Woody / Leathery / Smoky

OAKMOSS

Northern Nature; Chypre / Woody / Citrus

DRIFTWOOD

Spicy Wood; Oriental / Woody / Aromatic

VELVET BLACK

Discreet & Cosy; Oriental / Green / Woody

Color. 12648-35-6
Better Rich

Color. 12649-60-6
Dewberry Spread

Color. 12650-60-6
Cosmic Blues

Color. 12651-50-6
Oud Spirit



WINTER 2019-20

Wonderment

The home becomes an intimate and sacred space for wonderment, dreaming and spirituality. Taking inspiration from the night sky; dark, rich tones and shimmering particles encourage introspection and a quest for magic. There is comfort in dreaming about the world beyond the everyday, as we look up to admire the mystery of the vast cosmos, inspiring celestial motifs and symbolic markings.

FRAGRANCE

Dive into a galaxy of possibilities. Multi-sensorial fragrance facets are bound together, combining bold and powerful notes to evoke a sense of unsettled luxury. We revisit vintage scents alongside more contemporary iconic compositions, filling the home with memories, both old and new.

BETTER RICH

Fresh & Dazzling; Oriental / Animalic / Rose

DEWBERRY SPREAD

Luscious Fruits; Fruity / Edible / Red Berries

COSMIC BLUES

Unlimited Freshness; Fougere / Watery / Citrus

LOUD SPIRIT

Refined Luxury; Oriental / Amberly / Oud

Color. 12652-70-6
Matcha Tea

Color. 12653-70-6
Matsuri

Color. 12654-50-6
Silk Road

Color. 12655-35-6
Cherry Blossom



SPRING 2020

Ikigai

This trend indicates a transition towards contemporary Oriental references in design. Throwing open the doors to the first spring of a new decade, the Japanese concept of Ikigai inspires us to focus on the things that give meaning to life. Calming and subtly tactile environments within the home enhance time for personal rituals and self-care. An harmonious, nature-inspired palette pairs well with soft patterning and smooth, silky textures.

FRAGRANCE

Inspired by Japanese philosophy, discreet and calming scents help to create a moment of emotional focus. Starting small, accepting yourself, leads to a deeper connection with the world around you and a focus on the essential joys in life, most importantly, being in the here and now.

MATCHA TEA

Balanced Green; Citrus / Floral / Mint

MATSURI

Summer Festival; Green / Floral / Hay

SILK ROAD

World Traveller; Citrus / Herbaceous / Musk

CHERRY BLOSSOM

Harajuku Flower; Fruity / Edible / Red Fruit

Color. 12656-10-6
Gin & Tonic

Color. 12657-35-6
Cinder Rose

Color. 12658-70-6
Hemp & Grapefruit

Color. 12659-27-6
Tonka



SUMMER 2020

Extrovert

Celebrate the joy of life with sundrenched colors and bold scents infused with surprising notes. This Summer, the home takes center stage, driving a desire to 'stand out' rather than 'blend in'. Home decoration is approached with a frivolous attitude; focusing on having fun. Design must be unusual, eye catching and more than anything, Instagrammable. This trend is all about exuberance, friendship and not taking life too seriously.

FRAGRANCE

This social-media-inspired color moment creates a thirst for outrageous scents. A joyful playground for fragrance lovers is brought to life through traditional ingredients in a new order; rewriting the rules between gourmand and indulgence.

GIN & TONIC

One More Please; Citrus / Herbaceous / Pine

CINDER ROSE

Soft Trance; Citrus / Floral / Musk

HEMP & GRAPEFRUIT

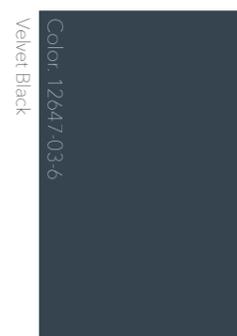
Beautiful & Troubling; Green / Fruity / Herbaceous

TONKA

Brilliant Escapist; Gourmand / Musk / Tonka

COLOR OVERVIEW 2019-2020

Mother Earth



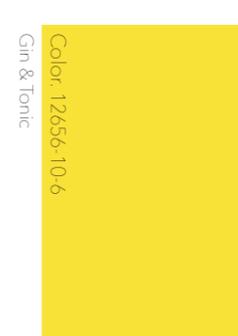
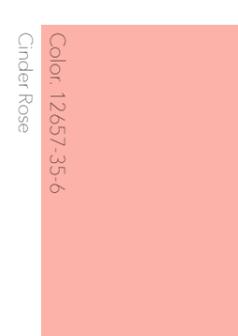
Wilder



Wonderment



Ikigai



Extrovert



bekro chemie GmbH
Industriestraße 104
66802 Überherrn
Germany

Ph. +49 (0) 68 36 / 9198 - 0
Fax. +49 (0) 68 36 / 9198 - 10

info@bekro.de | www.bekro.de



TREND BIBLE