

colart

INK

TRENDS AND INSIGHTS



2019 / 20 Trends – Application to ink

EDUCATION



- Consumers want more from stores, they want to be educated so they can make the right decisions for them.
- Suggest Ink usage and mixed media in store.

EXPERIMENTATION



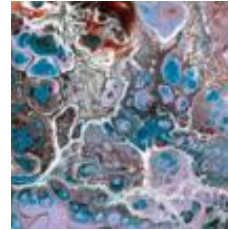
- Smart retailers know their customers better than customers know themselves.
- Create experimentation opportunities, bundling and play.

CRAFT/HOBBY



- Hobbyists and professional makers, who live much of their lives online, value unique shopping experiences.
- Create high-touch retail spaces where Shoppers can interact directly with products before purchasing.

MIXED MEDIA



- Encourage discovery and experimentation. Mixed media is a key trend and can enable link purchase sales..
- Retailers must make the leap from customer experience to intimate experience

BEING UNIQUE



- Inclusive marketing is no longer enough. Time to reimagine everything you do around true diversity.
- Engage shoppers to create their own experience.
- My edit opportunities in store.

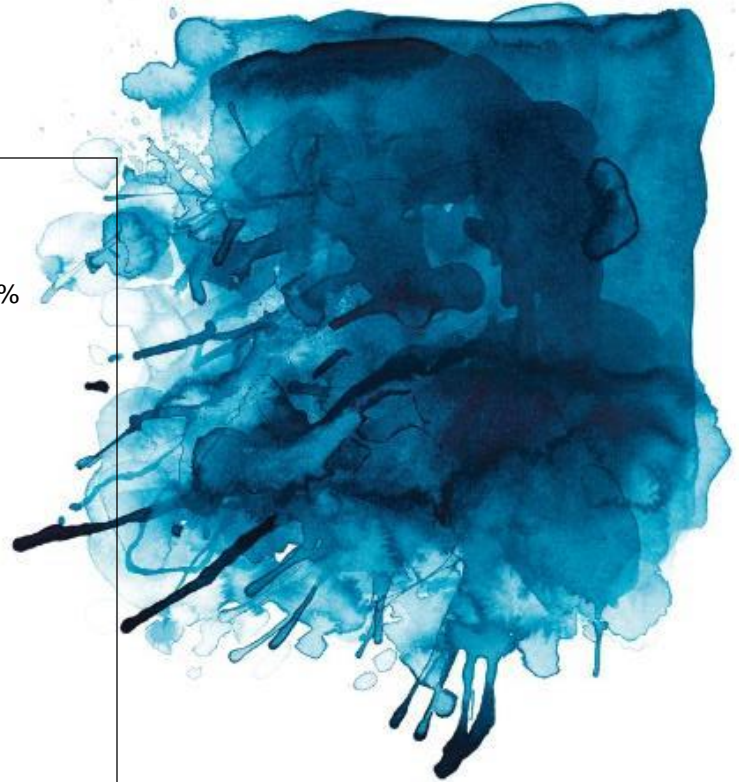
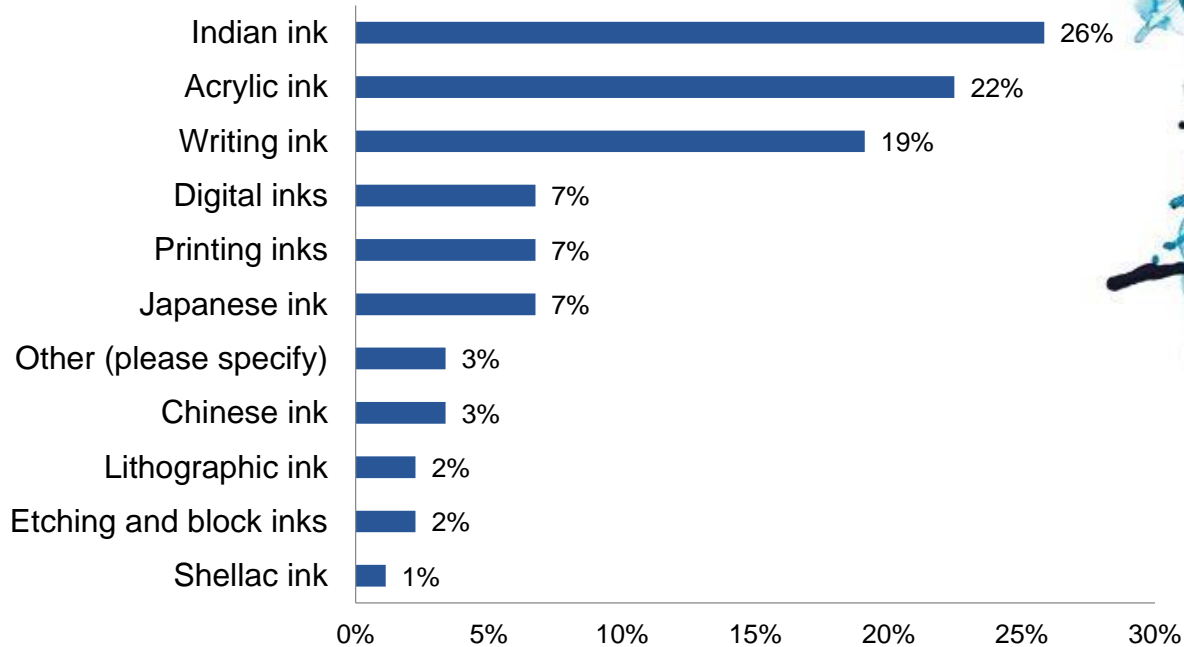
SUSTAINABILITY



- The tide is turning for sustainability, a once niche movement, as consumer awareness grows and purposeful brands win market share.
- Look for % off, packaging returns. Recycling opps with retail partners.

Types of ink & usage

Ink usage across respondents



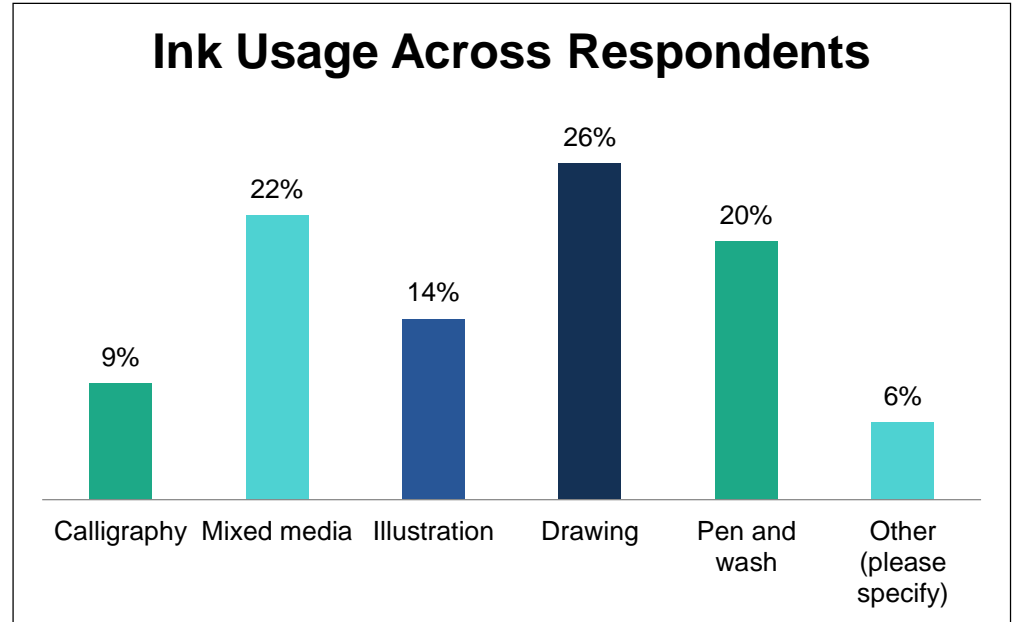
What are consumers using ink for?

Key insights:

- **26%** of respondents use ink in their drawings
- **22%** mixed media usage
- **20%** use it for Pen and Wash

Other uses included:

- **Mixed** with acrylic mediums
- Create **layers** on acrylic painting
- Fixing **charcoal** to canvas before painting in oils



Insights overview



- Shoppers want additional colours in waterproof inks.
- Black inks remain very popular, a wider range of blacks would be well received.
- Clear want for sustainable alternatives to current ink product mix / natural based dyes.
- Metallics continue to be in popular growth.
- Popularity of ink usage in mixed-media, drawing, pen and wash, calligraphy and as a complement to water colour.
- Sources of inspiration are strongly associated with artists' own imagination and environment, peers and the digital platforms You tube and Pinterest.
- Lack of variety of colours most reported issue by Shoppers in Europe.

What are consumers saying?

W&N

@BryanBraugh - Right now the best India Ink on the market is Winsor & Newton Black. Solid opaque. Just look for the Spider in a Top Hat on the box & you can't go wrong.

@Roll_a_one - The quickshade for 6mm, **Winsor & Newton Ink** 954 Nut Brown. Always works well and enhances the splashed on acrylics and the overall spectacle!

@jennagetscreativeyt - I love these inks! I have a set of 8 bottles that perform perfectly.

@jocepaint - Great ink and the most beautiful labels ever!

Liquitex

@amy_inOC - Loving this new set of Liquitex acrylic transparent inks.

@DawnMonks - If anyone is thinking of working with ink, I can't recommend these @Liquitex professional inks highly enough. They are incredible!

@CourtneyCorner – I'm a big fan of @Liquitex acrylic inks, such beautiful bright colours



In-store design direction

Shoppers are looking for unique in store experiences as well as the tools to uniquely express themselves. Inspire, then step back and let them make the decisions.



Multi media



Wall of colour

Highlight colours / seasonality



Interactive Play stations

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at H&M and get

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from any brand, in any condition, year-round.

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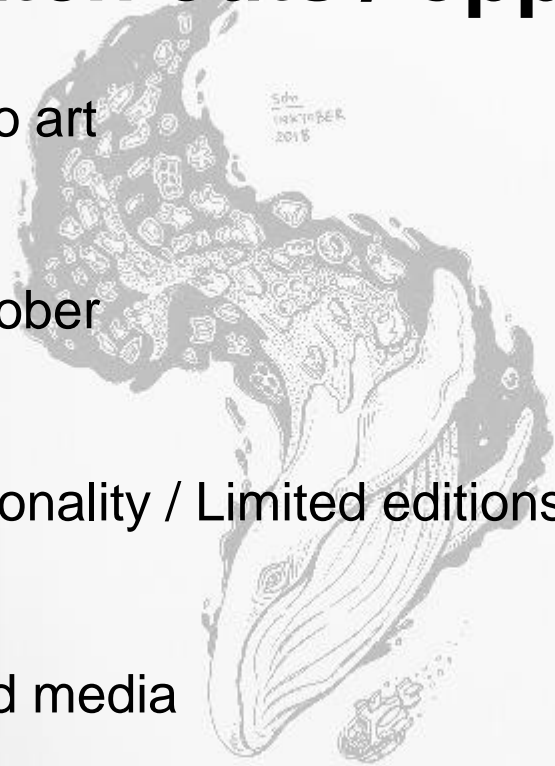
Watch outs / opportunities

Tattoo art

Ink- tober

Seasonality / Limited editions

Mixed media



Color of
the Year
2019

PANTONE®

Living Coral
16-1546

Current colour highlight – 2019/20 trend



Blissliving home



Paola Navone for NLXL



Studio rENS



Kravet



Stelton



Surya



Vera Wang for Wed



THANK YOU