

# Trends With Impact



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## 1. Design Local

So long cookie-cutter shops. Starbucks opened more than 1,700 new stores in the past 12 months, and many of its latest locations look far different than you may expect. From brass instrument chandeliers in New Orleans and community-inspired images in Bangkok to pre-fab shipping container exteriors in Denver, the coffee behemoth is adapting to local environments (see page 80 for a closer look). This localization allows retailers to address how consumers want to consume and *where* they want to consume: all while making them feel right at home.

Photo courtesy of STARBUCKS

## 2. Disruptive Design

Brands are finding new ways to interact with consumers using bold design elements and conversational tones: especially in do-it-yourself and marketing-driven environments. Whether it's a strategically painted wall or a witty, relevant message placed in an unexpected location, disruptive design generates intrigue and captivates the consumer. The most successful disruptive design appears beautifully out of its element.

Photo by ALISON EMBREY MEDINA

## 3. Embrace New (Old) Materials

Felt, a crafter's favorite and a hot ecological building material, is one of the oldest textiles known to man. It swells to create a rough surface that possesses excellent insulation and acoustic properties. Felt is not widely used in American design, but I suspect that will change in the future. Photo courtesy of YAZDANI STUDIO OF CANNON DESIGN BY BENNY CHAN/FOTOWORKS

## 4. Color Be Bold

Did you see Pantone's 2014 Color of the Year? It's Radiant Orchid, a captivating, rich hue with fuchsia, purple and pink undertones. I am drawn to these rich, exciting colors in retail, but it's important to remember how black can impact a space, too. Black is the universal neutral, and it plays an important role in the retail color-balancing act. Photo courtesy of PANTONE

## 5. Beautiful Imperfections

Lately, I've found myself drawn to the use of imperfect materials within spaces. When materials' natural characteristics shine through, they exude a handcrafted, unrefined feel. Dial up surface interest by pairing imperfect materials with sleek or shiny elements. The imperfections add an unmatched richness to the environment. Photo courtesy of AMERICAN EXPRESS

AS A BUSINESS PARTNER WHO WORKS WITH CLIENTS SUCH AS JACK DANIEL'S, OFFICE DEPOT, FEDEX, AMERICAN EXPRESS AND NIKE, DIANE RAMBO VIEWS DESIGN AS A POWERFUL OPPORTUNITY TO TRANSLATE BRANDS INTO ENGAGING CONSUMER EXPERIENCES.

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