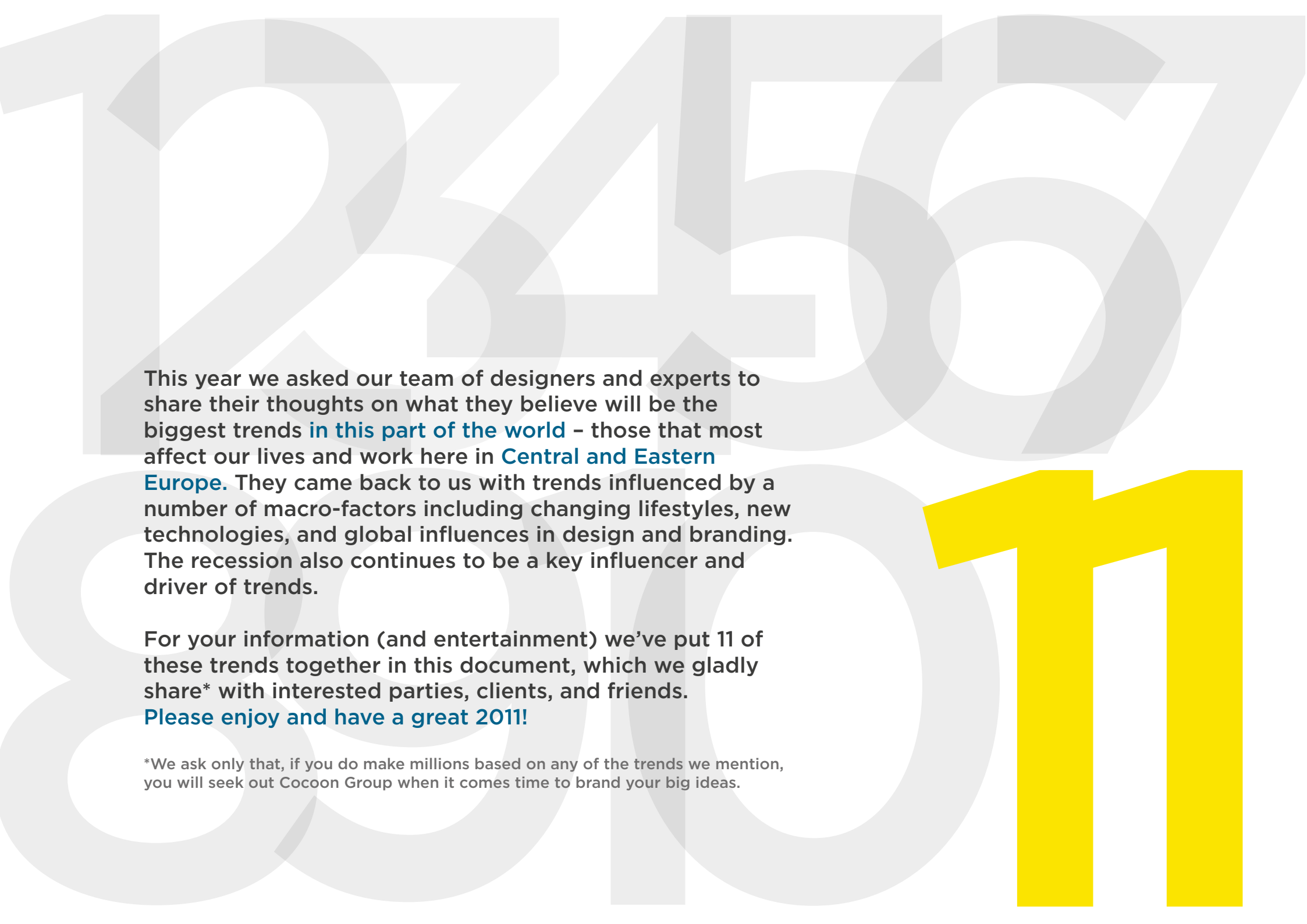




# 11 for 2011

CEE top trends according to the designers and experts at Cocoon Group

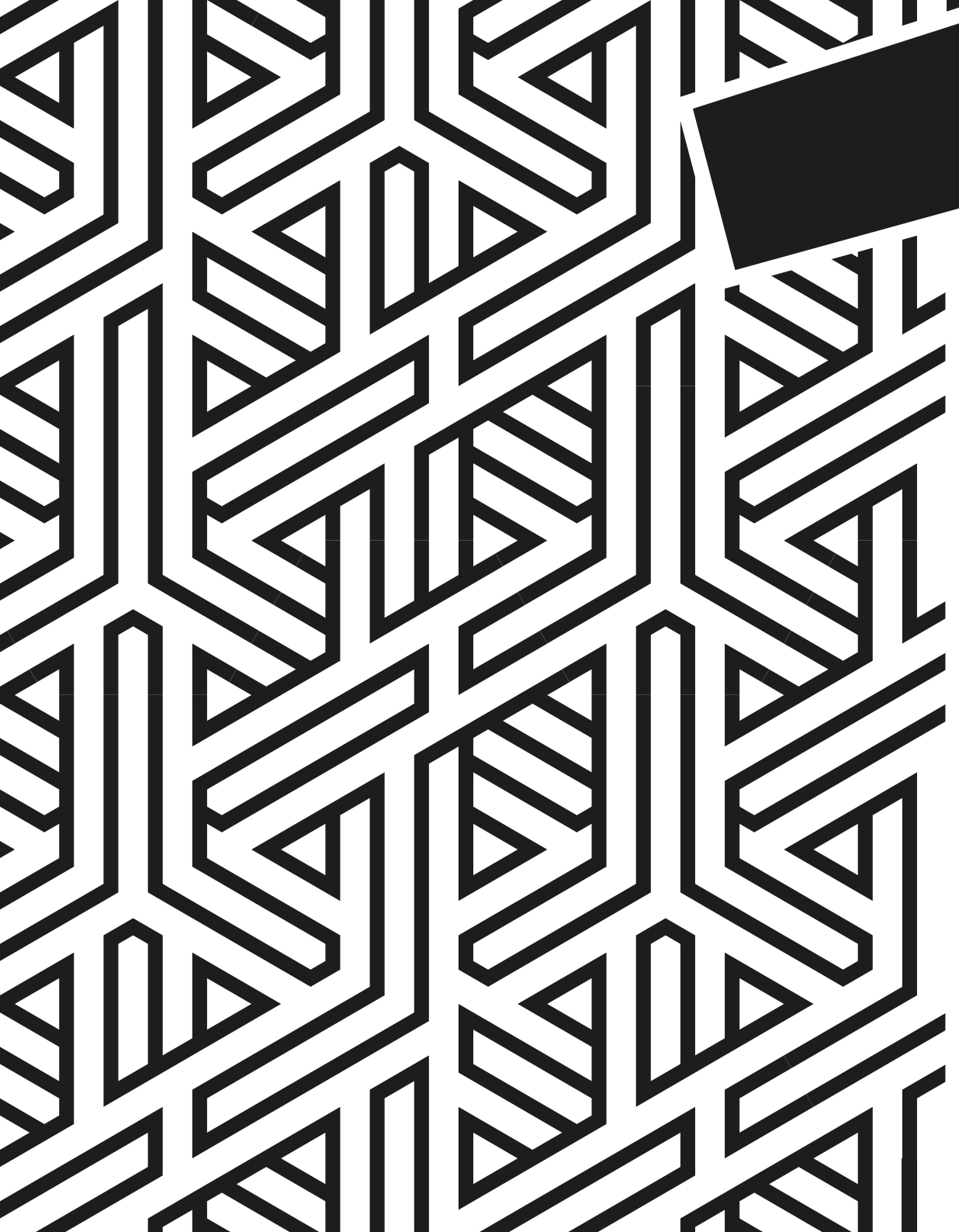


This year we asked our team of designers and experts to share their thoughts on what they believe will be the biggest trends **in this part of the world** – those that most affect our lives and work here in **Central and Eastern Europe**. They came back to us with trends influenced by a number of macro-factors including changing lifestyles, new technologies, and global influences in design and branding. The recession also continues to be a key influencer and driver of trends.

For your information (and entertainment) we've put 11 of these trends together in this document, which we gladly share\* with interested parties, clients, and friends.  
**Please enjoy and have a great 2011!**

\*We ask only that, if you do make millions based on any of the trends we mention, you will seek out Cocoon Group when it comes time to brand your big ideas.





# Wallpaper

The fascination with print patterns is back and will be seen this year in a wide array of themes, such as flora, animalism, geometry, retro and typical patterns. It might have stronger manifestations in interior design, fashion and even branding.

Helena Černá  
Senior Designer



# Rainbows

Extremely strong, bright colors, in many cases against black and/or white. This existing trend will gain steam in 2011 and might be seen with more emphasis in graphic design, packaging and fashion. Logos are becoming color appealing rather than font relying. Lines of products are betting on colorful palettes to stand out in the shelves. Your next winter's jacket will not have to be black or grey. You might find it in surprising solid colors.

Emanuela Greco  
Senior Designer



# Indulgent Rewards

Still reeling from the recession, luxury brands are beginning to get the picture that conspicuous consumption and shameless self-indulgence is not high on anyone's agenda at the moment. Smart brands have already made the switch from **indulging** to **rewarding**. If you can convince consumers that yours is the one little indulgence they deserve as a reward for sacrificing in other aspects of their lives, you will likely do well over the next couple of years.

**Douglas Kaufman**  
Head of Brand Strategies



# Retro Revival

At the moment, high tech innovations are getting most of the press. But all good trends have a **counter-trend**, and people will inevitably seek comfort and solace from all of this fast moving technology. Retro and vintage design softens culture shock and provides a warm bit of **nostalgia** and **familiar feelings** even as the world tumbles headlong into the future. Expect many brands to use this strategy to woo consumers by bringing back memories of a simpler time.

Petr Ludvík  
Visualiser



# Farmers Market Reckoning

Farmers markets are what results when the **locally produced** and **organic living** trends collide. These agricultural **happenings** have recently begun sprouting up on weekends in cities throughout Central and Eastern Europe. However, there is currently a disconnection between the products that consumers expect (food that is organic and locally produced) and the produce found at these farmers' markets (often the same as on the shelves of the local supermarket.)

You can't fault a farmer for seeing an opportunity and taking advantage, but this should be the year that consumers begin to get wise and demand some sort of **proof** that farmers markets are living up to the standards of local, clean, sustainable production that consumers expect.

Danilo da Costa  
Knowledge and Resources Manager

A man in a dark suit and light shirt is interacting with a large, multi-touch digital display. He is pointing at a 3D architectural rendering of a city or stadium on the screen. The display is part of a larger interactive kiosk. In the background, another person is visible, and the setting appears to be a trade show or exhibition hall with bright lighting and other displays.

Only 12 months ago, we saw the launch of the iPad. 2011 will be the year tablets become ubiquitous as new machines and applications hit the markets for work, leisure, entertainment, and communication. Unlike the rise of smart-phones, which required several years to work the bugs out of application development and distribution - the rise of tablets begins instantly, taking advantage of the infrastructure and distribution groundwork laid by their smaller cousins. That multi-touch interface which seemed so new and cool just a year ago will be standard fare by this time next year.

It already feels old-school just typing this onto a keyboard!

Stas Sipovich  
Senior Designer

# Tablets And Multi-touch



# Non Contact Payment

Financial uber-convenience is the trend driving the introduction of non-contact payment cards. Already available in many mass-transit stations, these radio-frequency read cards can be used in lieu of monthly or yearly metro passes. But as banks and financial institutions begin to roll out their own versions of the cards, we should expect to see them popping up all over the place, from parking lots to the express lane at the supermarket.

Dana Ďuričková  
Head of Industrial Design





# Zumba!

With its appealing mix of fun, aerobics and simple Latin Dance steps, Zumba recently crossed the ocean from the US and is becoming one of the most sought after classes in the majority of the dance schools and fitness centers in the region. With its own work-out routines, dance numbers, musical scores, videos, and clothing lines -Zumba comes **pre-packaged** with all of the necessary requirements to become central Europe's next great **lifestyle brand**.

Ana Maselli,  
Senior Designer

# Retail Renaissance

As land becomes scarce and consumers seek a more convenient way to do their everyday shopping we should see a retail boom in city centers. Those huge boxes at outskirts of town will keep their position in our shopping habits, however, retailers are looking for somewhere to expand, and some chains such as Tesco have already announced opening of new small to middle size stores, Tesco Express, Expert, and Zabka, in the center of Czech and Polish towns. It will be interesting to see if large chains will be able to make inroads against the local, family-owned markets and gas stations which currently dominate this retail category. Expect that this year we may see some major innovations in local markets to attract customers and keep them coming back for more.

Jakub Plášek  
Consultant

A large, stylized graphic of the Tesco logo, consisting of a dark green outer ring and a lighter green inner circle, positioned in the upper right quadrant of the slide.

TESCO

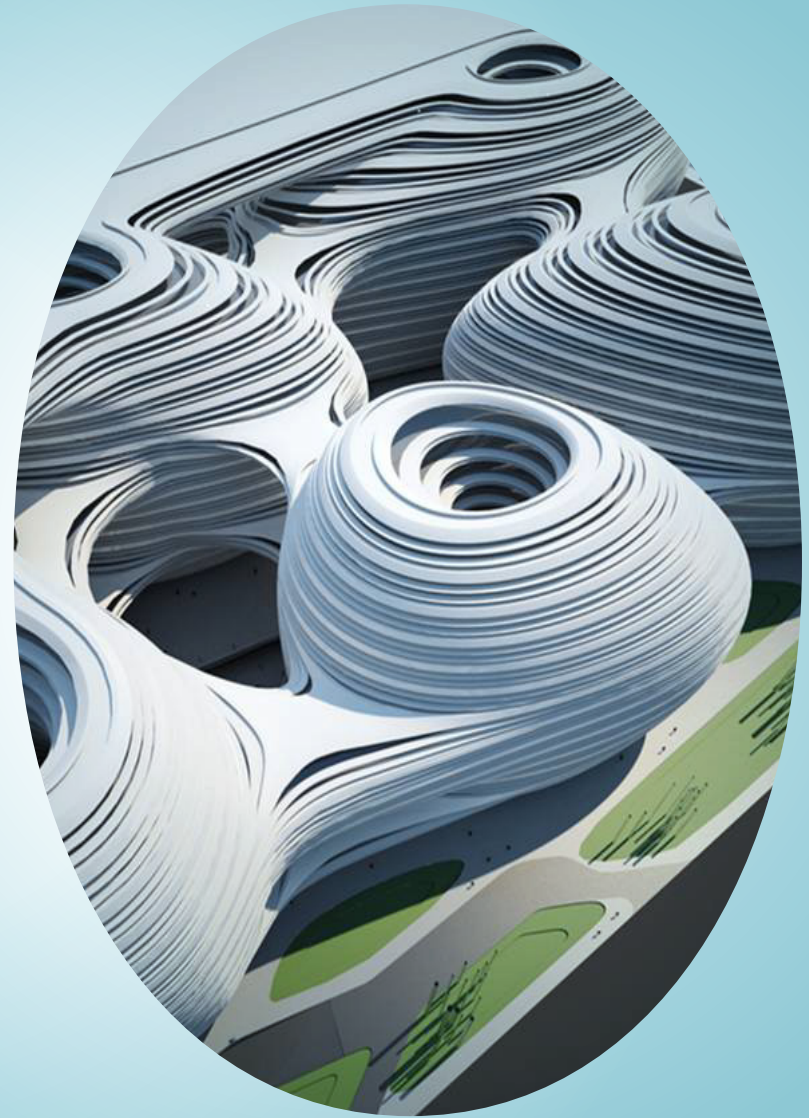
A decorative horizontal pattern at the bottom of the slide, consisting of a series of overlapping, wavy, leaf-like shapes in various shades of green and teal.

The current trend of **greener living** means acceptance and desire for new **nature-friendly** materials that are further accentuated by organic shapes and styles.

With wider knowledge of different technologies and innovations, designers look for inspiration in nature. Graphic design, structural design and architecture will be more and more influenced by the logic of nature. Not merely organic shapes - but the idea of living, growing, and moving can all be visualized and created now thanks to new technologies.

Tanguy Prevot  
senior industrial designer

## DNA Design



# Cubism



In stark contrast to DNA design, we also see the design pendulum in some cases swinging back from a decade-long love affair with curves, bubbles, and smoothness in general. We will begin to see the **reintroduction of angles** into automotive, product, logo, and packaging design. In the Czech Republic, home of the **Cubistic** movement, we will see renewed interest in this design style. The 2012 London Olympics is probably one of the most prominent examples of this trend in action.

Jaroslav Jurica  
industrial designer



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**For more information regarding this presentation or Cocoon Group,  
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## **Imagery list**

**|5** [http://www.flickr.com/photos/oneworld\\_mjensen/4755504827](http://www.flickr.com/photos/oneworld_mjensen/4755504827) **|6** <http://www.globacore.com/images/project-page/Aldar-10ft-multitouch-project-images4.jpg>  
**|7** desk with necessary ephemera, Daedalus42, <http://www.flickr.com/photos/daedalus42/5362622523/lightbox/> **|8** 201011210075, mski67, [http://www.flickr.com/photos/canon\\_shots/5210772363/lightbox/](http://www.flickr.com/photos/canon_shots/5210772363/lightbox/)  
**|10** Beijing | Soho Galaxy | Zaha Hadid **|11** Crystal-shaped ceramic jars from 1911 by Pavel Janák.