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Salone  
del Mobile  
Milano

4/9 April 2017  
Fiera Milano, Rho.

## tradeshaw report: “Salone del Mobile”

Milan, Italy • April 4-9, 2017

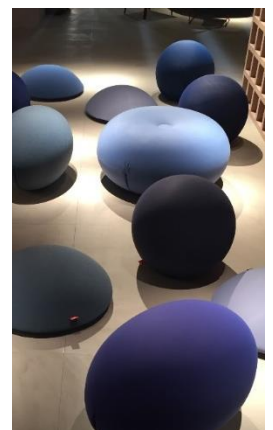
By Kristin Moerman and Mary Grein

This year marks the 56<sup>th</sup> Salone Internazionale del Mobile. The current show occupies an area of nearly 208,000 square meters and includes 2,047 companies, along with 650 young designers at the Salone Satellite, a secondary exhibit. This years show was attendee by 372,151 people from over 150 countries worldwide. In addition to the booths at the fair grounds there are large portions of the city that participate with special design exhibits and extended retail hours and events.

Additional images from the show are curated on Instagram under user isaloniofficial and through the use of hashtag #salonedelmobile



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## BLUE

Denim blues continue to be spotted at the show but are now frequently shown with bright Lapis/Cobalt and Cornflower/Periwinkle blues. In the US market the denim and indigo colors are frequently used in batik and other hand dye techniques. The bright and more red blue tones have been emerging in US specialty retailers this spring and were exceptionally prevalent in London retail where we stopped for market insights before returning from the show.

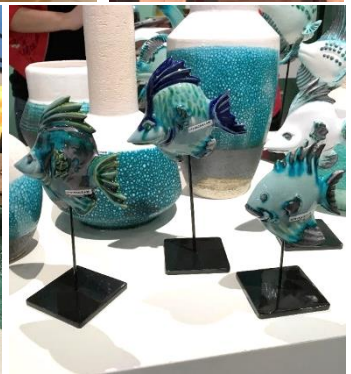




## GREEN

Pistachio, chartreuse, grass and deep emerald greens were frequently combined in patterns or shown as solid items mixed together. In retail chartreuse mixed with grass and Pantone color of the year Greenery.





## BLUE GREEN

A range of blue greens were grounded with the darker teals and were accented with denatured and bright blue greens.





**GOLDEN**

Yellow tones bordering olive were the most prevalent throughout the show. In retail we saw more bright canary yellows most prevalent.



## PINK + RED

Salmon and magenta were most prevalent at the show but blush pink was utilized far more in retail products in both Milan and London and was frequently shown paired with the bright cobalt blues.





## BLACK + WHITE

Black and white continues to be a key pairing though not as prevalent as last fall's Maison et Object where it was the most common color story across the show. The most prevalent use of this color combo remains in geometrics and southwest motifs with the freshest looks emerging in photo real and floral.

