

Hot Off The Press



Livingetc (September '08)

MAIN TREND: Stripes

According to the mid-market style bible Livingetc., stripes are going to be a big, big story this season. In an 8-page spread, stripes were shown on everything from ceramic jugs, vases, mirrors and notepads, to soft furnishings, bedding, rugs and furniture.

ANOTHER HOT TREND: Matryoshka

The magazine highlights that Russian dolls are popping up all over the interiors world - gift ideas include mugs, textiles and fridge magnets - which are tapping into the fashionable nomad trend.

Above: Livingetc.
Right: Stripes will be big news for the Autumn.
Far right: Ideal Home.



For gift hot shots, catching up with the weekend supplements, or turning the pages of a hot-off-the-press consumer title that's bursting with inspirational ideas on the interiors front, is a treat to be savoured.

As home accessories continue to play a key role in the media, what are the top 'home' magazines predicting for the Autumn? PG&H flicked through the pages of some of the top glossies to do some serious trend spotting. Do the forecasters agree?



Ideal Home (September '08)

MAIN TREND: Modern Glamour

A double page spread gives readers ideas on how to create the front cover look in their own living room. Suggestions include shopping for oversized patterns, shimmering glass and crystal, silver finishes, elegant furniture and opulent velvet. Teal has been chosen as the main trend colour for