

Lighting makers extend their reach with new takes on familiar themes

Finishes evolve, color makes a slight appearance, and farmhouse, coastal and lodge get a refresh at market this month

BY ALLISON ZISKO

Tonal textures, soft palettes and the tiniest touches of color will help define lighting introductions at High Point Market this month. Farmhouse and coastal updates and a nod to traditional design will also be a part of the mix, vendors said.

"Natural materials are always in style, but lately, they have hit a high point in popularity," said Nancy Lonoff, creative director at Crystorama. "Designers say the surge of interest in raw materials, results from some homeowners rethinking man-made materials and instead gravitating to natural materials that add character and authenticity to a space. The world has embraced the beauty of earthy and natural aesthetics with an artisan-crafted touch. This style offers comfort and a connection to nature. The soft and textural element of jute and the elegance of wood beads create a versatile fixture that complements a range of interior styles."

A few other themes are present in 2023 design trends, according to Lonoff, including a more elegant take on farmhouse style with designs that blend the rustic charm of a traditional farmhouse with a dose of sophisticated modern details. "This includes a focus on clean lines and a simple, minimalistic design in metal finishes and natural materials," Lonoff specified.

In a similar way, Pacific Coast Lighting, which has a large assortment of urban and contemporary lighting, has considered the number of consumers who now work remotely. In response, the company has shifted its focus to new design statements.

"We are planning on expanding our coastal collection and updating our lodge look with modern influences and everyday comfort, giving it a fresh look while keeping its sensibility to nature," said Marketing Manager Rachel Teebken.

Color

Bold and bright color has started to take hold in other accent categories, but that is not always applicable in lighting. Nonetheless, manufacturers said they are adding touches of color where appropriate.

"Our portable lighting offering has certainly seen a resurgence in color over the past few years," said Alan Galbraith, CEO of John-Richard. "Blue has been ubiquitous, but other colors have crept into that mix, including richer jewel tones as well as a plethora of softer pastels."

Blue also works well for Pacific Coast Lighting. "All shades of blue are well received in our line along with our neutral tones," Teebken said. "We will be adding some soft blue and soothing green glass lamps to our lighting lineup. Also, with the jewel tones emerging slowly, we are working on some subtle grayed finishes with hints of golden brown, sage and rust in



Crystorama is highlighting natural and tonal textures, among other style statements, at market.



Blue is a well-received shade in Pacific Coast Lighting's lineup including this Adena table lamp.

soft hues."

Black and white remain a strong color combo, as do earth tone-inspired finishes in all genres from cream to dark brown. "Cool gray is fading and is being replaced by a warmer gray that serves as a neutral and complements new colors introduced in the room," added Teebken.

Hudson Valley Lighting Group tends to mostly focus on neutrals, said Creative Director Ben Marshall. "This is not because we don't love color, but because color simply doesn't sell unless it makes sense for everyone."

In terms of finishes, patinaed or aged brass is do-

ing well for the company, and Marshall predicts a shift to modern bronzes. "They seem to be making their way back," he said.

For Crystorama, however, gold tones are number one while bronze is going away, according to Lonoff.

The interior design channel

High Point Market has become a big draw for the interior design trade, and manufacturers said they welcome this segment.

"Over the last few years, Pacific Coast Lighting has increased its focus on the interior design channel and has welcomed them into our market showrooms as well as encouraged our sales team to call on and service them locally," said Teebken. "Although we are selective about which designers to work with directly, we do want to engage with all of them regardless of how they buy or specify our products."

"And absolutely, yes, the interior design community has become a meaningful segment for [us]. Strategically, we take the feedback we obtain from designers and incorporate what we learn into the development of our products."

The interior design channel has always been important to John-Richard, according to Gallbraith. "Great design represents a key value of our company and is literally built into our DNA," he said. "We find that interior designers, whether independent or working as in-store employees, are more often than not involved in the sales cycle of our products."

Interior design has also always been a big part of HVLG's business, Marshall said. "We think about them every day in terms of sales and design. We always want to create pieces that make sense and live beautifully within the work they're doing."

In fact, Hudson Valley Lighting will unveil its collaboration with Mark D. Sikes at market and introduce Ariel Okin as its newest creative visionary for its Mitzi division Tastemaker Series. Okin will also be part of a panel discussion on the Sunday of market, entitled "A Design Dialogue with Mitzi Tastemakers," which will focus on the business of design and brand building. Fellow Tastemakers Megan Molten, Dabito, Anthony D'Argenzio and Natalie Papier will also participate. ■

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