

That '70s Show: Cozy hues and welcoming frames take furniture's center stage at Premarket



[Cindy W. Hodnett](#)//Executive Editor of Brand Development • *September 15, 2022*

HIGH POINT — A new generation of furniture buyers is about to experience a fresh interpretation of a retro-inspired aesthetic.

In numerous showrooms open for High Point Premarket, the wraparound comfort of plush fabrics and curvaceous frames highlighted a palette of terracotta tones, dusty blue hues, and soft-glow golds, a nod to vintage designs updates for 21st-century consumers.

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At [Sunpan](#), indoor and outdoor styles showcased similar trending aesthetics. Roland Maddrey, key account manager for the company, said that Sunpan's strategy is to "furnish any room in the house, floor to ceiling."

"Outdoor has become extremely important," he said. "Think about the people you know and how much more is spent on 'externals.' People spend more money on things other people see, and many consumers who might not want to spend \$599 on an indoor sofa won't hesitate to spend \$1,299 for an outdoor sofa."

Whether indoors or for the outside space, product trends at Sunpan include comfortable frames, warm color tones and multifunctionality. Sculptural forms are also prevalent for fall, as are chairs described by Maddrey as “eclectic”.



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I'm Cindy Hodnett, executive editor of brand development for BridgeTower Media's Home Furnishings Division. Most recently, I worked in a marketing content development role, and now I'm putting my editor's hat back on for Furniture Today, Home Accents Today, Gifts & Decorative Accessories, Designers Today, Home Textiles Today and Home Furnishings News. My first introduction to the trade side of home furnishings was as an editor for FT in 2012 and founding editor of Designers Today in 2015, and now I'm once again working alongside some of the industry's most dedicated professionals to keep our readers informed about the events, people, and companies that impact their business.