

*Press release*

Trends, imm Cologne 2017 furniture fair, new products, furniture, lighting, accessories, furnishing

Tags: bar trolleys, mirrors, plexiglass and fake fur, animal motifs as upholstery covers, cacti, hand-crafted solid wood furniture, slate, sandstone, wood and glass, mirrors from fairyland; Hall 07.1/B062-C063

## **The 2017 KARE furnishing trends: even more audacious, sensuous, playful!**

*Wiener Neudorf; January 2017;* **The new products created by the successful trendsetters represent a plea for more sensuality, audacity and playfulness in furnishing. With around 1,000 spectacular articles of furniture and the creativity which is so typical of Kare, the glittering Munich furniture brand sets the tone for interiors full of bold joie de vivre in difficult times. On their stand the style rebels showcase twenty theme worlds and reflect today's main global furnishing trends: the longing for quiet and nature, the desire for entertaining furniture design and enjoyment of glamorous surroundings. The mid-sized company with its unconventional furnishing ideas and over 100 stores in just under 50 countries has been a growing success story since 1981.**

### **Gold and brass for a bold display in the living room**

The unfettered pleasure experienced by the selfie generation in showcasing themselves is expressed in the new 'Glam Rock' Kare furnishing world. After years of reductionist restraint in shades of grey, a generous portion of gold and brass and discrete glamour à la grand hotel is permitted once more. This furnishing trend combines references to furniture design from the Fifties to the Seventies with the matt reflections of console tables and sideboards, deep velvety armchairs, retro sofas and plexiglass footstools covered in synthetic fur. A counterpoint is provided by striking decorations on the sideboard such as 'Jane', the seated plastic gorilla, or the colourful pair of XXL parrots called 'Sissi and Franz'.

### **The bar trolley is the 2017 key piece for all trendsetters**

For 2017 Kare presents a totally indispensable item of trend furniture which is celebrating a major comeback: the bar trolley. For a long time now it has come into its own not just for serving drinks, but also for enhancing even the tiniest space with plants, vases, books and other decorative items.

### **Strength from nature: archaic furniture made of wood, stone and iron**

The longing for nature and calm within our own four walls remains a major trend in 2017. Kare's response to this nostalgia is the new 'Elements' furnishing theme world, which places roughly hewn materials in an elegant context. 'Elements' generates associations with archaic landscapes and derives its vitality from the exciting juxtaposition of wood with glass and metal. Inspiration is provided by natural experiences such as the calm of a Swiss mountain lake or the wildness of Scotland's rocky coastline. The 'Fundy' side table features a lake of greenish glass in its solid wood top.

In the 'Vulkano' collection amorphously shaped, dark slabs of slate rest on rough metal legs, while a mighty, weather-beaten root forms the base for the 'Roots' console table. Solid wooden furniture remains a central theme, but the design varies. In the 'Brooklyn' collection, for example, the focus is on harmoniously rounded edges and handcrafted details such as simple, decorative carvings (the 'Puro' collection), which tell of traditional craftsmanship.



**Magical and enchanting: decoration is becoming more playful once more**

Fairy tale motifs, mirrors from a legendary world of enchantment and amusing small articles of furniture add playfulness and an element of humour to the home. Furnishing design with a touch of fun is a Kare trademark. At the Cologne furniture fair the creative rebels from Munich are presenting their full range of furnishing delights: the White Rabbit from "Alice in Wonderland" looks out from the upholstery of a neo-baroque armchair, while a cat wearing the expression of the famous 'Grumpy Cat' serves as the base for a table. Dressers from the 'Fun Factory' series consist of lots of different colourful elements thrown together.

**Accessory of the year:** the cactus

**Colour of the year for home decoration:** all shades of green

**Materials of the year:** ceramics and natural wood

**Decorative objects of the year:** neon signs

**Furniture of the year:** cosy velvet sofas and chairs

Anything goes, as long as you like it!

**ABOUT KARE Design GmbH**

More than 100 KARE shops in nearly 50 countries communicate the "Joy of living" message throughout the world. Since it was founded in 1981 the privately owned mid-sized company with its unique product range has experienced continuous growth. The company designs and markets its own furniture, lighting and furnishing accessories – all of them exciting and out of the ordinary. Today KARE operates its own stores in Munich, Regensburg and Vienna, and has more than 100 franchise stores, hundreds of shop-in-shop outlets within furniture stores, a subsidiary for commercial projects and online shops.

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