

Expand Your
Living Space

INNOVATION LIVING™



**Collection Update
2023-24**

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Zeitgeist

We have been through a pandemic, there are wars in Ukraine and in the Middle East, an ailing Chinese economy, and the prospect of a nerve-wracking American election. On top of this, we are now continuously experiencing weather extremes which clearly demonstrate that we need to reevaluate our way of life. A noteworthy trend is emerging as consumers increasingly prioritize environmental consciousness. There is a shift towards choosing fewer, high-quality, and sustainable products from manufacturers committed to eco-friendly practices, and this trend seems to be a lasting one.

On the economic front, we have encountered inflation and the challenge of adapting to higher interest rates, continuously impacting our disposable income.

In this unpredictable era surrounded by chaos, creating a warm and secure home becomes a natural response - a sanctuary from the uncertainties of the world. It is during these times that we nest and seek comfort and stability in the familiar embrace of our homes.

HOW WILL THAT INFLUENCE INNOVATION LIVING 2024

In 2024, we must embrace the changing landscape influenced by significant shifts in consumer preferences and societal trends. Gone are the days of megatrends dictating what color or style to buy to be socially

acceptable. The democratic internet has replaced it with a wealth of possibilities and has created the opportunity to style homes based on individual terms.

The prevailing trend suggests a move from uniformity to pronounced pluralism. The eclectic home, characterized by a unique combination of diverse décor objects, is expected to dominate in the coming years. Cold minimalism and the pursuit of a "perfect home" will make way for warm, autonomous, and creatively styled interiors - homes designed for living and playing.

Recognizing this shift as an accurate representation of the zeitgeist, it is our assessment that the following must be our primary focus in 2024.

SUSTAINABILITY - THE ALTERNATIVE MEGATREND.

Sustainability stands out as the prevailing megatrend of our time. Unlike commercially driven trends that encourage more consumption, sustainability emphasizes moderation and consideration.

Understanding that our target audience values quality and evaluates our initiatives in terms of sustainability as a crucial aspect of their purchase decision, we place a strong emphasis on these efforts.

We must actively contribute to making a positive impact, and we must communicate this in a clear and effective manner in every

sales situation. Sustainability is not just a trend for us, it is a priority.

INOVATION LIVING - THE DANISH SOFABED SPECIALIST

When you want to buy quality products, you look for a manufacturer that you can trust. Therefore, it is important that we convey that we are an experienced Danish specialist who takes pride in designing relevant, functional, and comfortable products in a good quality. Even though the predominant part of our collection is manufactured outside of Denmark, all specifications adhere to Danish quality standards.

SAND & BEIGE - SIGN OF THE TIMES

While we would not claim that these are traditional megatrends, it is not entirely accurate, as the current time is characterized by sandy, beige, warm gray, and light earth tones. Therefore, we believe that, from a commercial perspective, it is crucial to predominantly showcase our product range in textiles within this color spectrum. The Collection update 2023-24 aligns with this recommendation.

SOFT SURFACES

Continuing the emphasis on nesting, it appears that textiles with soft and inviting surfaces, preferably with a bit of character and texture, are in demand. As a completely new addition to our fabric selection, we are excited to offer a Chenille named Avella. We continue having a strong belief in the Boucle textures and have introduced a new variant called Taura to our range.

THE SCANDINAVIAN TOUCH

The current period is also marked by a growing interest in nature - a trend that began during the pandemic and appears to be strengthening in our current unpredictable world. Natural materials convey a sense of safety, simplicity, and warmth. There is a suggestion that furniture with distinctive

wooden details will gain more attention in the upcoming years.

Given that designs rooted in the Scandinavian carpentry tradition are inherent to Innovation Living's DNA, it is a trend that we must certainly embrace and leverage.

STYLE GROUPS

Since we already had an understanding last year that there were no actual main trends, but rather a collection of relevant directions, we started working with a stylistic categorization of our range: The Soft Touch, The Scandinavian Touch, European Modernism, Mid-Century Modern. This approach remains highly relevant and should be highlighted in every sales process.

ATTRACTIVE DESIGNS PRESENTED THE RIGHT WAY

Ultimately, the foundation for any successful sale is the product. Multifunctional sofas, with aesthetic relevance, good comfort and high utility value. Since we have an extensive range that we confidently endorse, and which basically covers the spectrum of styles and functionality we want to prioritize in 2024, we have introduced only a limited amount of new additions, which are presented in the following pages.

We firmly believe that our joint success in 2024 will depend on our ability to showcase our product range effectively to our customer base and communicate it with authenticity and sincerity.



Eilis

Eilis is a design that draws on upholstery references from the late sixties and early seventies. The distinctive soft quilted character of the upholstery in combination with the simple plank leg defines the unique character of Eilis.

140x200 cm bed | Pocket spring comfort | Metal frames |
Only available in Avella 280, Sand

Design by Per Weiss



Avella_Chenille

281
Avella, Pine Green

280
Avella, Sand

282
Avella, Warm Grey

New Fabrics

Taura_Bouclé

350
Taura, Deep Grey

351
Taura, Slate Grey

357
Taura, Off White

Existing designs stocked in new fabrics

7



Newilla & Newilla Lounger

357
Taura, Off White

8

Existing designs stocked in new fabrics

Newilla & Newilla Lounger





357
Taura, Off White



10

Existing designs stocked in new fabrics





282
Avella, Warm Grey

Osvald, Tripi & Cornilla



12

Existing designs stocked in new fabrics

Unfurl Special



The "Teddy bear" character of the Unfurl special is designed for the zeitgeist. A characterful multifunctional sofa with an informal character suitable for the cozy nest.

Existing designs stocked in new fabrics



Recast

357
Taura, Off White



14

Existing designs stocked in new fabrics



Longhorn



539
Bouclé, Beige

Point Of Sale

NEW ONLINE CONTENT

In 2024, our online content will continue to showcase designs and fabrics from the existing collection. We are currently putting together a content package highlighting the new Eilis and Unfurl designs, new fabric additions, and newly stocked versions.

You can expect it to be available in the Download Manager by the end of February. We will send out a newsletter with all the details once it is ready.

We have further updated our website by introducing multiple language versions, now providing dedicated websites for our German and Danish speaking visitors.

www.innovationliving.de
www.innovationliving.dk

NEW OFFLINE MATERIALS

In our commitment to supporting your success, we are introducing key updates to our Point of Sale (POS) materials for the 2024 collection.

We believe that a unified and impactful brand appearance across all touchpoints is crucial for success. Our POS materials aim to maximize the perceived value and commercial impact of our products both offline and online.

SHOP IN SHOP RECOMMENDATIONS:
Our goal is to guide you in creating a commercial, engaging, and uniform brand presence that resonates with your audience.

Therefore, we recommend specific POS-setups including detailed product and fabric combinations that align with the square meters available, ensuring a consistent and compelling representation of our Innovation Living brand. Please visit the updated POS manual to view the recommendations. <https://photo.innovationliving.com/point-of-sales-manual>

PRICE LISTS:

We have updated our digital price lists to incorporate the new products and fabrics for 2024. If you need printed copies, kindly notify your Innovation Living sales contact.

FABRIC COLLECTION:

The existing 2023-24 fabric collection remains in use, so your existing fabric hanger is still valid. The new 2024 fabric additions come on a smaller hanger. You can order it using item code: 9724*00-NEWS. Please note that the new fabric additions can be integrated into your current hanger by removing the plastic plugs and inserting the fabrics.

BANNERS AND BACK DROPS:

We are introducing our updated banners and back drops featuring core messages as design, heritage, comfort, craftsmanship, and sustainable practices. Elevate your space with these impactful visuals that speak to the values and qualities that are the essence of our brand and products.

Expand Your Living Space

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