

# DRUM LIGHTS

DECORATIVE LIGHTING STRATEGY AND CONCEPTS



# RETAIL COMP SHOP

## SPECIALTY

# Crate&Barrel

TITLE	Finley Large Wheat Pendant Lamp	Finley Wheat Rectangle Pendant Lamp	Finley Small Wheat Pendant Lamp	Charles Nickel Chandelier	Weave Pendant Lamp

\$199

## west elm

TITLE	PATCHWORK DRUM PENDANT	SHORT DRUM PENDANT - GRAY FELT	TURNING PENDANT - WHITE/NATURAL	SHORT DRUM PENDANT - NATURAL LINEN	ALYSON FOX DRUM PENDANT

we Pendant Lamp. Ht: 127W en vinyl shade over covered in off-white linen. 60W max. 3 sockets accommodates compact fluorescent lightbulb. Includes 12' power cord with metal cable & ceiling plate.

POTTERY BARN					

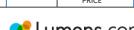
NOTES	All patchwork artisanship of our Patchwork Pendant, lights up height and option for hallways.  • Cotton fabric • Red / White • 25" diameter • Assembly required • Accommodates 150W max (not included) • UL listed • Weight: 1.4 • Made in India					
TITLE	MILA SUZANI EMBROIDERED DRUM SHADE PENDANT	BURLAP TAPERED DRUM LAMP SHADE	LINEN TAPERED DRUM LAMP SHADE	WOVEN WICKER TAPERED DRUM LAMP SHADE	NATURAL FIBER TAPERED DRUM LAMP SHADE	

NOTES	<ul style="list-style-type: none"> <li>24" diameter, 21" high</li> <li>Off-white from iron with a hand-applied bronze finish.</li> <li>Includes an embossed cotton drum shade and hanging kit with 6' chain.</li> <li>• Hand-woven.</li> <li>• Hardware: professional installation recommended.</li> <li>• Matching pillow cover available</li> </ul>	<ul style="list-style-type: none"> <li>Burlap Drum Shade: 23" diameter at bottom, 14" high</li> <li>• Hobnail Shade: 25.5" diameter, 15.5" high</li> <li>• Mila Suzani Shade: 23" diameter, 14" high</li> <li>• Mila Suzani Embroidered Drum Shade: 24" diameter, 15" high</li> <li>• Available in darker tan as well (natural).</li> </ul>	<ul style="list-style-type: none"> <li>The subtle texture of linen gives our Linen Tapered Drum Lamp shade a rich look. It's finished with matching edge binding.</li> <li>• Linen: 13.5" diameter, 8.5" high</li> <li>• Medium: 15" diameter, 10" high</li> <li>• Large: 17" diameter, 10.5" high</li> <li>• X-Large: 19.5" diameter, 12" high</li> <li>• 100% linen shade with styrene lining.</li> <li>• Pair with any of our Mix &amp; Match lamp bases (sold separately).</li> </ul>	<ul style="list-style-type: none"> <li>The burlap weave of our natural wicker drum shade adds a summery warmth to lamplight.</li> <li>• Small: 13.5" diameter, 8.5" high</li> <li>• Medium: 15" diameter, 9.5" high</li> <li>• Large: 17" diameter, 10.5" high</li> <li>• Extra Large: 20" diameter, 12" high</li> <li>• Woven of rattan.</li> </ul>	<ul style="list-style-type: none"> <li>Expand your options with our interchangeable lamp shades.</li> <li>• Small: 13.5" diameter, 8.5" high</li> <li>• Medium: 15" diameter, 9.5" high</li> <li>• Large: 17" diameter, 10.5" high</li> <li>• Extra Large: 20" diameter, 12" high</li> <li>• Woven of rattan.</li> </ul>	
PRICE	\$179.00	\$399	\$349.00 - \$499.00 \$349.00 - \$249.99	\$34.00 - \$64.00 (SHADE ONLY)	\$39.00 - \$59.00 \$34.00 - \$34.00 (SHADE ONLY)	\$44.00 - \$64.00 (SHADE ONLY)

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## MASS

## ONLINE

		LAMPS PLUS					
		THE NATION'S LARGEST LIGHTING RETAILER					
TITLE	Trend Lighting Briella Pendant						
PRICE	\$129.99						
NOTES		Shade Shade Material Width Height Finish	TITLE Hinkley Hampton Collection 30" Wide Nickel Pendant Light	Uttermost Fascination 3-Light Chandelier	Kathy Ireland Large Scroll 33" Wide Bronze Pendant Light	Walt Disney Signature Underscore Drum Pendant Light	Pop Art Leaf Print Teardrop Drum Pendant Chandelier
PRICE	\$129.99		\$699.90	\$569.99	\$399.00	\$1850.91	\$39.98
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## Emerging Shade Trends

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### Silhouettes and Shadows

- Opaque materials, including metal, wood, ribbon, string and felt are cut allowing light to filter out of the shade creating pattern.
- Mainstream adoption of this has taken place in the use of wicker



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### Custom Creations

- Modular or moving pieces allows the owner to adjust the shade to alter the level of light emitted
- Inspired by the classic Artichoke Light



# Emerging Shade Trends

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## Recycled & Upcycled

- Old materials (or material made to look old) can be upcycled to create contemporary feels.
- Design of materials that appear to be reclaimed/recycled
- West Elm seems to be very in touch with this trend, given their current offering



## Frame Work

- The negative space is a critical part of the design
- Designs take inspiration from classic lighting designs, shademakers' forms, fishing nets, and cages
- Structures are sometimes covered with fabric to appear when the light is on and disappear when the light is turned off, playing with levels of translucency.



## Emerging Shade Trends

*"After a decade of idenikit minimalist lighting, we are witnessing a new generation's interest in traditional lampshades with a contemporary twist. Lampshades feel modern and relevant again..."*

- Frieda Gormley, co-found, House of Hackney

### Old-fashion influence

- Traditional shapes and materials are reworked into more contemporary designs.
- Classic patterns and prints are modernized by combining contrasting prints and embellishments
- By reworking an old-fashioned design, lightshades can be seen in both modern and period properties



### Unusual Materials

- Designers are using unconventional materials in unconventional ways to generate unconventional shapes



# Emerging Shade Trends

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## Clusters

- Traditional and classical lightshades are grouped together, creating a modern interpretation of a chandelier
- Cohesion is achieved by using one color and carrying forms or the same in varying color



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## Playful

- Use of surprising and unlikely subject matter



## Emerging Shade Trends

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### LED's Changing Form Factors

- LED's integral to the fixture allow for new forms and shapes previously made impossible



# MARKET ANALYSIS



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After completing a survey of the market, Global Sourcing has identified 4 sweet spots where retailers seem to focus their attention. These areas are broken into 2 tiers; the 1<sup>st</sup> tier is very prevalent in product offerings, and 2<sup>nd</sup> tier is prevalent as well, but to a lesser degree:

## 1<sup>st</sup> Tier Sweet Spot

This aesthetic product area is characterized by:

1. Simple drums
2. The drum materials used frequently have an organic/natural feel
3. Wood or metal ornamentation on the top of spindle or on the bottom



**A**

This aesthetic product area is characterized by:

1. Simple form factors
2. Design emphasis is on the drum material chosen



**B**

## 2<sup>nd</sup> Tier Sweet Spot

This aesthetic product area is characterized by:

1. Use of multiple layers of material and drums
2. Varying the translucence level of the layers is critical to the design
3. The effect of translucence is sometimes achieved by creating holes in the outer layer



**C**

This aesthetic product area is characterized by:

1. Simple form factors
2. The design is differentiated by adding design emphasis to the wire, canopy, or other areas of the design.



**D**

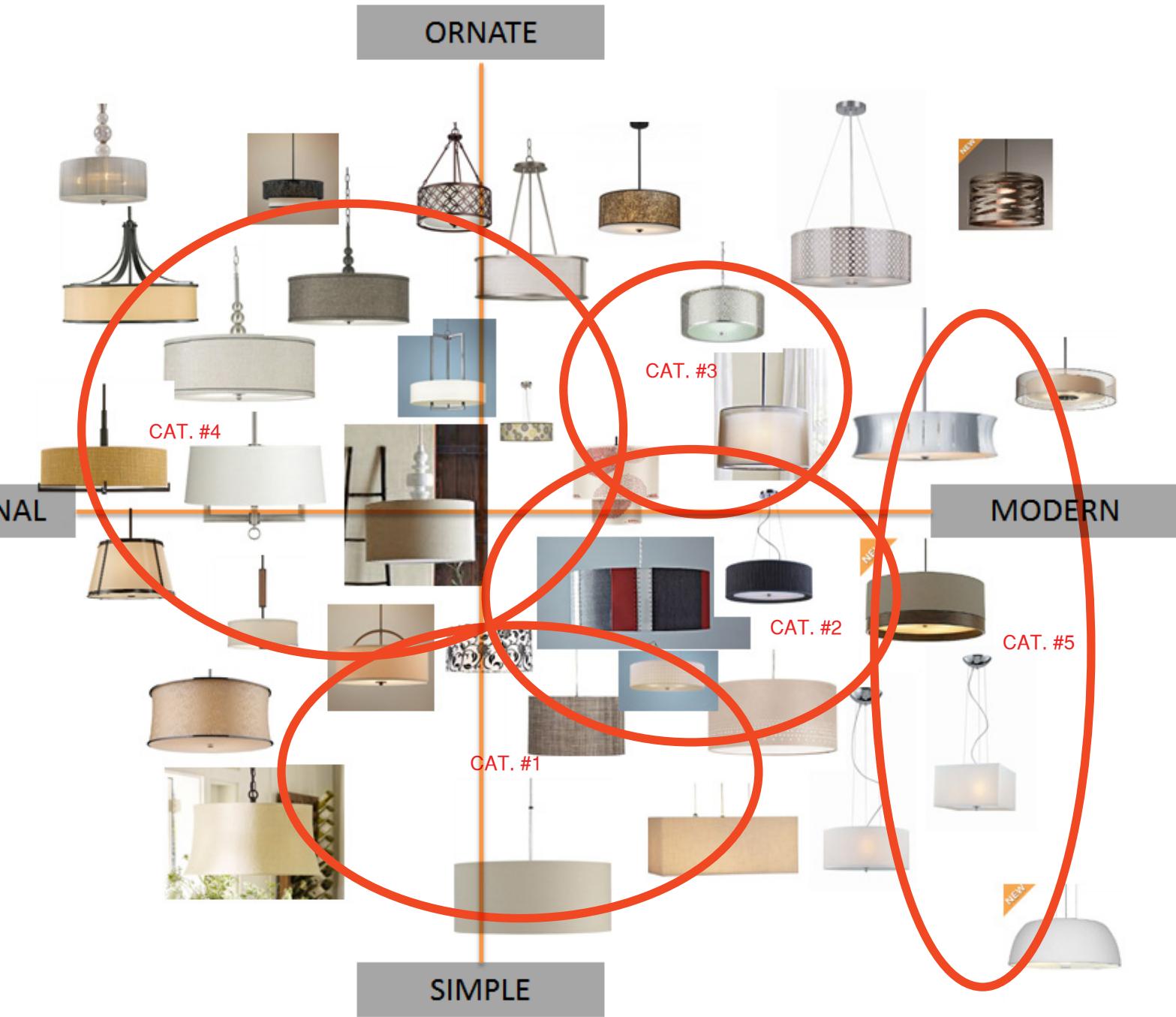
# PROPOSED DESIGN DIRECTION



TRADITIONAL

ORNATE

SIMPLE



## Category 1A: Simple

This design subgroup is characterized by plain neutral color (white, off white, tan, almond) fabrics and minimal ornamentation with some trim. Natural fabrics also have a dominant place in this category (linen, burlap, canvas).

Customers for these products are looking for very simple lights and do not want to make a design statement with their lighting.



## Category 1B: Simple Forms

This design subgroup is characterized by plain neutral color fabrics plays with the scale and proportion of the fixtures (tapered, short, oversized).

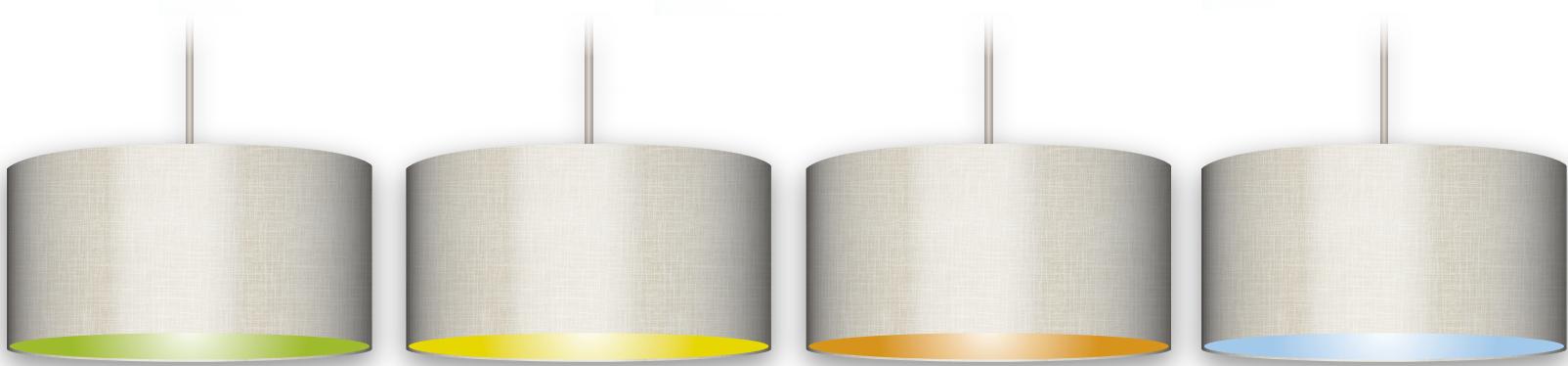
Customers for these products are looking for very simple lights and do not want to make a design statement with their lighting but want some visual interest.



## Category 1C: Simple Color

This design subgroup is characterized by plain neutral color exterior fabrics but bright color splashes the interior of the fixture

Customers for these products are looking for very simple lights but want a subtle splash of color.



## Category 2A: Subtle Prints

This design subgroup is characterized by subtle, faded, and low contrast prints on fabrics with significant texture or natural fibers.

Customers for these products are still looking for a subtle fixture but feel the Category 1 fixtures are not exciting enough.



## Category 2B: Bold Prints

This design subgroup is characterized by bold colors with subtle geometric line work.

Customers for these products are looking to make a color statement with their light fixture. The subtle geometric line work in the prints provide enough design interest to allow for the fixture to be perceived as thoughtful without polarizing the designs into specific aesthetic niches.



### Category 3: Shade-In-Shade

This design subgroup is characterized by layered shades using varied materials where the outside layer is not fully opaque.

Customers for these products are looking for the conservative look of a drum light with an updated twist.



## Category 4: Ornamental

This design subgroup is characterized by ornamental elements being added to the shade. While these fixtures make more of a specific design statement, it is important for Home Depot to have design restraint and keep the ornamental features simple so as to not push the fixtures into very narrow segments of taste.

Customers for these lights are looking for a fixture that will act more as a point of design interest and emphasis in a room.



**Category 4: Ornamental Continued**



## Category 5: Metal

This design subgroup is characterized by spun metal or laser cut shades.

Customers for these lights are looking for a fixture that will act more as a point of design interest and emphasis in a room.



## MODULAR SHADES

### Problem:

The problem with using different print options such as in Category 2 or color option as in Category 1C, is that you can easily tread into overly narrow customer niches. At the same time, to keep a fresh assortment, it may become necessary to have a high number of various print and color options on hand to capture a wide base of customer interest. This problem is then additionally compounded by limited shelf space.

### Solution:

Modular drum shades, where the customer purchases a frame and shade separately.

### Benefits:

1. Drum shades can ship flat and cut shipping costs by about 50% while consuming less shelf space.
2. HD stores can carry more styles and meet more varied customer tastes.
3. Shades can become a consumable where customers with relatively frequency, change out their lamp shade to bring newness to their home.

