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Tomorrow's Hottest Styles – Today

text by Keita Turner

Among 2020's eight superstar designers, Keita Turner provides us with a taste of her curated selection of trends for the High Point Market. We sit down with her to gain insight on her approach, her experience and her style!

What is a trend spotter with High Point Market?

The High Point Market Style Spotters are home fashion leaders, interior designers, lifestyle bloggers and home industry influencers who showcase the top new styles of each Market (April and October). Each year, eight fashion-forward team members are invited to tour High Point's showrooms, track the latest trends and post their favorite looks to dedicated Pinterest boards.

What led to this opportunity?

A friend of mine and former High Point Style Spotter alumna told me about the opportunity and suggested I apply for the program. I actually applied three times before getting selected to participate on the 2020 team. So, my advice to anyone interested in becoming a HPMKT Style Spotter is to keep trying out! Even if you're not chosen the first time around, keep applying.

How do you and your team usually approach the task of spotting the trend (the before)?

I approach the task of spotting home fashions organically. I don't want to force a trend if I'm not gathering enough solid examples to support it as a trend. But, at the same time, if I don't like something that appears to be trending, I won't spot it just because it is popular and ubiquitous all over Market. Every season the Style Spotters have the opportunity to participate in pre-promotion programming such as picking and presenting a few of our favorite finds to get marketgoers excited about what's new and on the horizon for HPMKT. Out of the gate, I discovered the Chicago Stick Chair by Beech Boy Furniture, a Mill Collective exhibitor. This chair is very aesthetically attractive. When a piece of furniture evokes this level of emotion from me—that makes it art.

And what is the process like (the after/during)?

After spotting the Chicago Stick Chair, the bar was set high to find other elevated, elegant and innovative furnishings that appealed to my tastes. I started to approach the task as if I was sourcing furnishings to fully design the interiors of one of our dream projects. Once I was done spotting my favorite home fashion finds, I literally believe I could have scheduled a complete project installation with all of the Market goodies I pinned in my High Point Market Authority Pinterest board!

I noticed for the Summer/Fall Style Report your topics were "Pillow Talk" and "Garden Sculpture"; what were some of your favorites in these categories?

My absolute favorites for both of these trends came from a vendor relatively new to High Point Market, La Civinda. "Pillow Talk" is all about cozy, plush, round, and soft furnishings that embody this idea of restfulness. The Nap Sofa, designed by Andrea Steidl, takes the idea of a pillow and recreates it in an extra-large, sartorial form, with seams that are designed to give it even more of a packed appearance, such as piping around the edges of the cushions and horizontal darts. We want our homes to feel like a pillow, filled with furniture that epitomizes the ease of today's relaxed family lifestyle. I love this sofa so much; I can't wait to specify it for the right project or use it in my own home! The "Garden Sculpture" collection is inspired by museum-quality garden sculptures and striking metal garden furniture reminiscent of an English country manor or a Mediterranean villa. The futuristic Filinea armchair by Antonino Sciortino, fuses natural and technological qualities. It takes its cue from euphorbia tirucalli trees and is made of round, extremely slender steel bars. The plants are very common in the South of Italy and their intricately arrayed branches inspired a



Keita Turner

PHOTO BY EDGAR SCOTT

PHOTO BY LACIVIDINA



Filinea

PHOTO BY LACIVIDINA



LaCividina's Nap Sofa designed by Andrea Steidl.

seemingly impossible design: intersecting geometric lines that create an armchair with an airy outline. The extremely light seat is suitable for both indoor and outdoor use. In my opinion this chair is phenomenal!

What one product stood out the most to you personally?

The showstopper statement product that stood out the most to me personally was the Taraceado Bar Cabinet by Alfonso Marina. A unique pattern of inlaid parquetry makes this bar cabinet a showstopper of the highest levels! If you want a distinctive work of functional art at the best quality, this handcrafted beauty is just that piece!

Was tackling this task without the physical Market more complicated? How?

Tackling the task of style spotting home fashion trends wasn't necessarily more complicated without the physical High Point Market this spring 2020, as it was different. The physical legwork, energy and stamina required to pound the pavement and visit showroom after showroom was replaced with a more research-driven approach fueled by and made possible because of technology. In some respects, I think it required more mental work and deeper digging to pull together comprehensive and cohesive trend stories, especially considering we didn't have



PHOTO BY RYAN McDONALD

Chicago Stick Chair of the ROSA collection at Beech Boy Furniture.

PHOTO BY LACIVIDINA



Details of the Nap Sofa that make you want to crawl into it and dream peacefully.

access to every vendor's new market releases. Honestly, if it wasn't for technological applications like Zoom, Pinterest, Instagram and the internet in general, introducing the newest trends from spring market would have been impossible. High Point Spring Market 2020, would have been a complete wash. While, I appreciate the role technology played in allowing this year's HPMKT Style Spotters to carry on with the obligations of our term, nothing beats attending market in person. Viewing new furnishing launches online will never replace seeing, touching, and experiencing these pieces up close. Plus, we missed the physical human interactions with our fellow market goers! We had Style Spotter Trend Tours and the highly anticipated Style Spotters LIVE Breakfast planned! ■