

Conservative: Reflected by Early American, Colonial Country, and true 18th century looks. This look suits the taste of the conservative older customer who has already decorated her home and is not as focused on home furnishings purchases. While this look still appeals to a segment of the population, it is no longer the dominant trend it once was.

New Traditional: This look has replaced the conservative approach; and represents K mart's target look for the '90's. Here we find the Romantic, Victorian, Southwest, Ethnic and New Country Style categories which everyone is talking about.

Romantic: With a distinctive french approach.

Victorian: Feminine touches in design, soft fresco tones.

Southwest: Weathered looks; incorporates American Indian pattern, culture; warm sundrenched palettes.

Ethnic: Indonesian, African influence, geometrics.

New Country Style: Victorian influence seen here; the garden floral look with larger scale patterns; handpainted looks.

Contemporary: Has been influenced by the updated direction of the New Traditional, becoming softer, rounder, often deco-inspired in its interpretation. More transitional than contemporary in its look and style. This effect mixes well with the New Country Style.

The hottest new home fashion color trends feature: yellow coming up; deeper red; rose all over; blue either lightened or darkened; brown coming in; southwest aqua and peach; white very important; black and white with the introduction of gray; florals and geometrics are coming on strong with contemporary; strong relationships developing between solid colors and prints.

Color coordination is very important to the New Traditional customer in all products for the home--especially the coordination of a look between bed and bath.

The Martha Stewart look is the epitome of New Traditionalist design. The New Traditional consumer, in today's market, has very little time to shop. The Martha Stewart program can be used to create that important coordinated product story in a meaningful display format that addresses the consumer's time constraints and search for product information. It is right in step with what the competition is doing and, if done well, can be a great competitive edge.

Here's where we come in! We must appeal to the customer with a coordinated statement in our graphics, store signage and **rotos**. Communications should be simple and direct, offering the needed information clearly yet with a warm tonality. We must speak to the needs and values of the New Traditionalist. Our image broadcast and print advertising are the first step toward making an impact on the customer. A fashion-oriented, up-to-date **roto** is K mart's most far-reaching and frequently seen vehicle for speaking to the customer.

