

March 1960

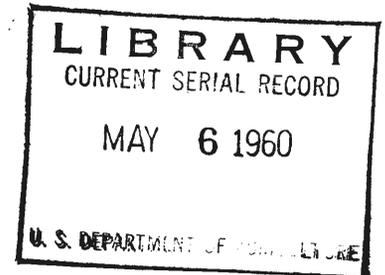
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1960 HOME FURNISHINGS STYLE TRENDS

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FURNITURE

Case Goods



Style and Design: A formal design spirit predominates. Leading styles are 18th Century, 19th Century and contemporary lines with special interest in French, neoclassic and English. Early American or colonial remains much in evidence. The oriental influence appears slight and then mostly in the upper and medium priced brackets. Traditional designs appear both as reproductions and adaptations for contemporary lines.

Highback chairs and cabinets (not so good for low-ceiling rooms) are seen in many lines, as are round dining tables, especially in smaller sizes. More multi-purpose furniture is being shown, such as free standing storage walls and desks that incorporate bookcases.

Woods and Other Materials: Not too much was said about woods. Walnut remains the favorite, but mahogany is giving it competition. One of the larger shows reported the great lead of solid woods.

Metals and plastics are gaining ground.

Decorative materials used on tables, chests, cabinets, etc. include laminated plastics, enamel on copper panels, brass, and stripping leathers.

Finishes: Are from light to dark. Colors show good acceptance as solid finishes on accent pieces or as spots of color in glass panels. Colors include the favorite antique white, plus gold, bright red, green, persimmon and licorice. Naturally, colors don't nearly compare in quantity with wood finishes. Some manufacturers introduce them as a part of a correlated grouping.

UPHOLSTERED FURNITURE

Design: Much of this is scaled to smaller rooms. There are many long sofas, but the lines are slimmer, with the exception of imported Scandinavian, which features deeper, wider seating and occasionally a wider arm.

There seem to be fewer sectionals than formerly. Sofas, chairs, and love seats are often shown in pairs. Benches are popular.

Curved lines in seat backs are seen extensively.

The trend towards elegance continues. The deep, rich, diamond tufting contributes to this trend. Exposed wood is rich and often handcarved.

Fabrics: Tend toward the luxuriant weaves. However, more vinyl was shown and also vinyl finishes for fabrics. Some pieces are a vinyl-fabric combination with the vinyl being used in areas receiving the hardest wear. There also seems to be an increase in the amount of leather.

Colors: Neutrals which run from white and off-white through beige and brown to charcoal and black continue to dominate. However, an effort is being made to increase the use of strong, clear, bright hues. In fact, some predictions are that the trend is for color selling to outweigh grade selling. Some of the bright colors shown in upholstery are purple, blue, ruby and emerald.

RUGS AND CARPETS

Design: The use of texture abounds. Some is rugged, shaggy, uneven, looking much like some of the handcrafted products. There is also increasing interest in plain plush carpets.

More pattern is seen in improved traditional florals, more definite geometric styles as well as more subtle variations that give only a bare suggestion of a pattern.

Colors: Neutrals still lead, but other colors are competing. These include blues, topaz (also called copper), olive green, muted bronze, lively reds, light jade green, and a revival of gray. Tone on tone colorations of light and medium moss greens, brown with black and several shades of blue are good.

Fibers: Wool made a big comeback in 1959 and was much in evidence. There are more man-made fibers, too. The new filament nylons seem to be getting good response.

One new acrylic orlon made its appearance at the market. It was also shown combined with wool. A refined Verel, Verel HB, a modified acrylic, appeared. Creslan and dynel are expected to sell more in the carpet field.

One company (Jaystron Corporation, Akron, Ohio) is selling squares of carpeting that can be joined to look like wall-to-wall. Another (LaFrance Carpets, New York) is selling 54 inch carpet widths that appear seamless when joined. Both companies claim ease and low-cost installation.

HARD SURFACE FLOORING

Style stress is on patterned motifs and look of natural material. Formal designs and use of glitter continue. Color range is wide and varied.

DRAPERY FABRICS

Smaller, lighter-feeling designs are replacing large-scaled, heavier ones. Designs may be scenics, toiles, minute florals, stripes, and geometric. They may be of contemporary, provincial, Early American or other traditional origin.

There are many richly colored, luxurious textures. There are also many cottons, but there does not seem to be too much said about fibers in general. Printed sheers have good acceptance.

Antique satin is still a best seller in whites, light shades of beige and champagne. Sales are increasing for a smooth-surface, mohair-finished cloth that has been on the market for several years.

The use of earthtone colors is up. Soft tones of blue, lilac and green are shown.

LAMPS

"Luxurious" is the description that best fits these.

Floor lamps are having a revival. Extra tall lamps are available for large rooms. Most in demand are lamps 32 to 36 inches high.