

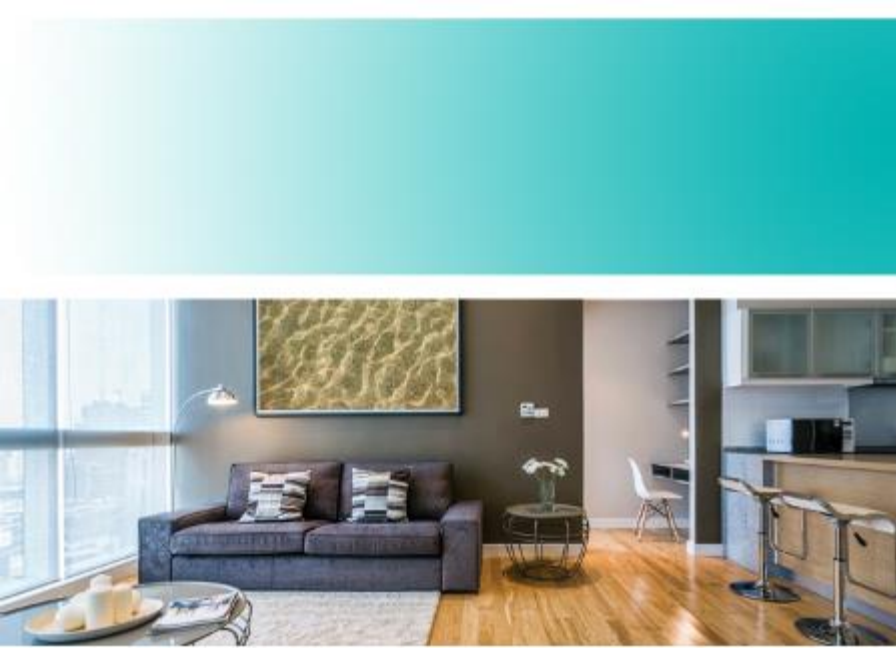


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Carving a Competitive Edge with New Trends and Design

June 22, 2017 11:15AM

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Meet the Experts



Sarah Fishburne
Director, Trend and Design
The Home Depot



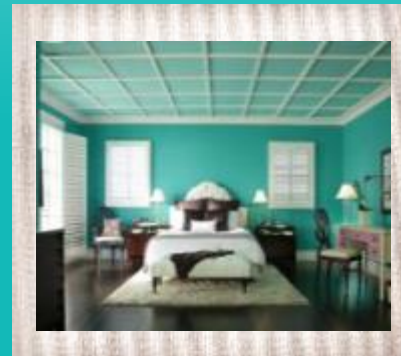
Liz Ballard
Senior Designer, Trend and Design
The Home Depot

Trend & Design



...Our mission is to provide product and know-how that inspires, motivates and builds confidence for our customer that they can make their HOUSE, their HOME.

- The Home Depot Trend and Design Team



Trend & Design



Trend and Design team

- Collaborative group of award winning interior designers who are trend and product experts
- Partner with merchandising, translating customer needs into innovative, quality products
- Forecast trends for product categories, color and design and share insights with associates and internal partners
- Support marketing with content development and curated product assortments driving idea of achievable inspiration

Interior Investments: Kitchens/Baths



- Update units to a new wood or refinishing cabinetry
- Add contrast with light cabinetry against darker floors with modern fixtures create a marketable modern aesthetic

Interior Investments: Lighting



- Mixing lighting styles within units gives a custom feel
- Selecting updated lighting fixtures will have a big impact with minimal investment

Interior Investments: Flooring



- New technology innovations in the vinyl and laminate categories allows for the wood look trend to be utilized in areas with moisture and high traffic
- Having a consistent floor throughout will make the units feel larger and more cohesive



Interior Investments: Fixtures & Hardware



- Update faucets and hardware to brushed nickel, bronze, or even matte gold
- Mixing finishes is ok and elevates a design



Mixed Finishes that work !



Interior Investments: Paint



- Use mid-range cool neutrals (taupes and grays) in units to make residents feel welcome
- Create spa-like bathrooms with pastels

Interior Investments: Appliances



- 72% of Americans cook at home four nights per week
- Millennials are twice as likely than baby boomers to cook more than four nights a week at home
- Black Stainless is newest trending appliance color for 2017

Exterior Investments: Outdoor



- Create outdoor zones for cooking, dining and conversation areas with fire pits

Exterior Investments: Landscaping



- Maintaining clean outdoor spaces with new pavers, container plants, and stylish exterior lighting

Property Investments: Security



- Continuous innovations in Smart Home security is growing at a fast pace, residents want to feel safe inside and outside their apartment.

Property Investments: Amenities



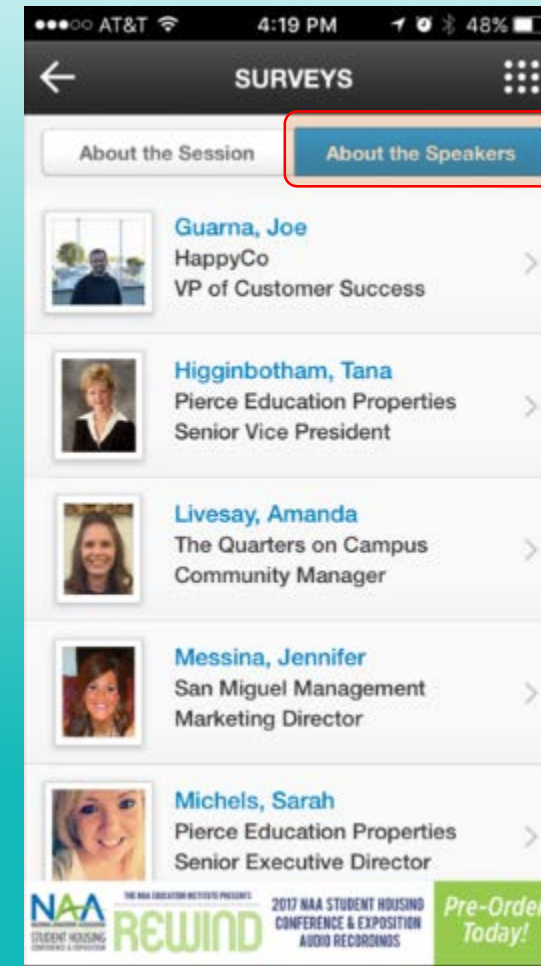
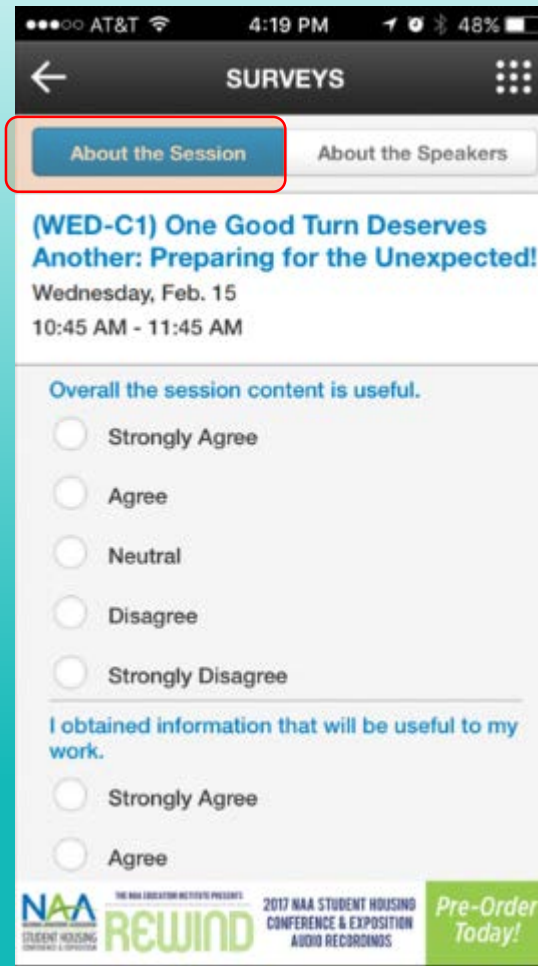
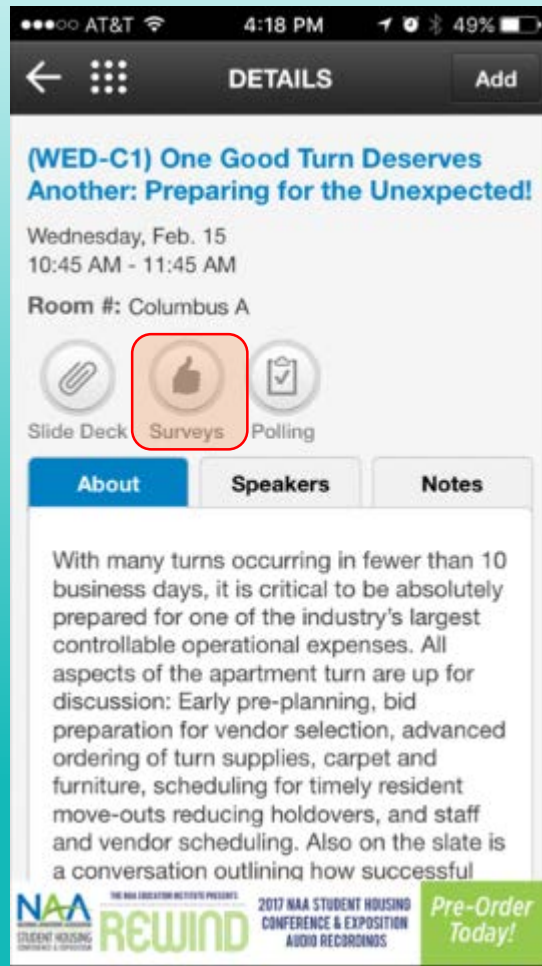
- Providing residents with outdoor spaces to relax, garden, and host guests will give them a sense of ownership and encourage community at your property

Q&A

- **Recap:**

- Taupes and grays are trending cabinetry and paint colors
- Mix different styles of lighting and hardware for a custom look
- Millennials want a functional kitchen for nightly cooking and hosting
- Create outdoor spaces with zones for entertainment and relaxation
- Keep the exterior fresh and updated with new outdoor furniture, container plants, and decorative materials
- Innovation in home security technology is growing with the smart home movement

Session/Speaker Survey



Thank You



Sarah Fishburne



Liz Ballard