

to the bold look of modern glossy lacquer (the wet-look). Some embellishments were rattan and veneers of yew, walnut, and teak. The new high-gloss lacquer finishes are now considered a sub-category of Contemporary which is appearing in a new variety of colors.

The new term, Casual Contemporary, refers to upholstery with fabric colors that are vivid and clear with new shades of blue, green and red.

Whatever it is called, Contemporary made a strong showing in both casegoods and upholstery at the Market. One must always realize, however, that styles sold at the retail level depend to a great extent upon the section of the country and are not necessarily in step with what is shown at the furniture markets. We should also add that there can be significant differences among stores within a city. For example, in one city our interviewers found one retailer located near a State University who sold primarily Contemporary furniture. Another, on the opposite side of the same city, in an affluent, aging residential area was selling mainly Traditional styles.