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JULY/AUGUST 2021

# Home Textiles Today

NOBODY KNOWS THE INDUSTRY BETTER

## Basic Bedding is Booming

High demand dovetails with rising costs across the consumer products spectrum





# Open Season

Home fashions industry players start warming up to this season's in-person trade show events

By Cecile B. Corral



## Surya

Surya Inc.'s vintage-inspired Marrakech collection spotlights bordered patterns that were hand-knotted on a soft, neutral base of wool.

This summer, members of the home furnishings industry can finally take a break from their computer screens.

Spurred by the expanding reach of the Covid-19 vaccine, most of this season's markets are making a masks-optional (for vaccinated attendees) comeback this summer – giving suppliers, manufacturers, retailers and designers an opportunity to do business in person again.

"We've had a lot of Zoom meetings with our customers, but nothing compares to being with them, face to face, at the markets," said Lee Harounian, president of Harounian Rugs International. "People who have received their vaccines by now are ready and eager to come back to the markets this summer to see what's new. And we're eager to see them there."

First came High Point and the Dallas Total Home & Gift markets in June. This month, the Atlanta Market is scheduled July 13-19; and then NY NOW Now its comeback August 8-11, followed by Las Vegas Market August 22-26.

The only market requiring all in-person attendees to wear face

masks is NY NOW. The bi-annual show is reopening this summer after closing during the pandemic and announced it will be the first event hosted at the newly expanded Javits Center. Show organizer Emerald X said it will be operated in accordance with capacity and safety protocols established by the New York State Department of Health. For off-site attendees not able or ready to participate in person, NY NOW will also host its overlapping "Digital Market" Aug. 5-13 for 24 hours a day over the nine-day period.

The June High Point Market followed the trajectory of the 16 markets International Market Centers (IMC) has presented in Atlanta and Las Vegas since June 2020, CEO Bob Maricich told HTT. (IMC is a center of commerce for the wholesale furniture, gift, home decor and apparel industries, and owns and operates more than 20 million square feet of wholesale showroom space in High Point, Las Vegas and Atlanta.)

"Market by market, buyers and sellers are getting more comfortable getting back together and using digital tools not only to plan efficient use of their time at-market, but also as a complement

to physical markets," he went on. "These days, every market is a learning opportunity for us."

He continued: "With each market we refine the experience to offer the comfortable buying and selling opportunity that our customers need in line with the most up-to-date health and safety recommendations. Post-High Point, and with new direction in place, our task force is again reviewing our 'Together Safely' protocols to inform our summer market operations."

For its July and August markets, IMC is resuming live education, networking and industry celebrations, which Maricich described as "hallmarks of the market experience in both Atlanta and Las Vegas."

"Expectations are high for the summer markets in Atlanta and Las Vegas as we prepare to serve home décor, gift and furniture retailers from coast to coast," Maricich said. "As buyers plan for the fourth quarter, new product, availability of inventory and vendor discovery are top priorities for retailers and designers alike. Buyers are diversifying and expanding their purchasing to best prepare for



what is expected to be a strong holiday season across our markets' verticals. Atlanta Market and Las Vegas Market are poised to meet those demands with new and expanded resources as well as expansion of our temporary trade show offerings."

Oriental Weavers of America showed at the June High Point Market, where it saw an uptick in buyer traffic, although still well off from pre-Covid levels, noted president Jonathon Witt. He expects that trend to improve quickly.

"We are very hopeful that Las Vegas Market will be a really strong show," he said. "They are lifting some of the restrictions at the shows, which should help a lot because it was really daunting before with the temperature checks, and the filling out of forms, following capacity limits and not being able to serve food in the showrooms to customers. Now that some of those restrictions are loosening, more people are encouraged to come to market."

Capel Rugs was "thrilled" with the boost in visitors to its High Point showroom at last month's market.

"And it makes me more excited for Las Vegas Market," said Cameron Capel, president of sales and marketing.

She continued: "Obviously, it is a very difficult issue for many people, especially those who are ill or elderly. But I'm of the ilk that, because we've lost so much not just educationally but socially and emotionally on so many levels – and not just kids but adults, too – that we need to get back out there and try to bring back some sense of normalcy."

As of June 1, masks became optional on the job for all vaccinated employees of Capel Rugs, "and they are no longer required to socially distance from each other," she said.

Business for Dynamic Rugs remained relatively strong throughout the pandemic, but supply chain challenges have tempered opportunities for higher growth.

Whereas April market attendance "was very low, nothing to get excited about," said Dynamic Rugs president Matthew Rouhania, August Las Vegas Market holds more promise.

"More of our retail partners are willing to come in August because they feel safer, more secure," he went on. "August should feel more like a normal market."

For this expanded audience, Dynamic Rugs will be showcasing several new designs in trending blues, coppers and greys, interpreted on the company's signature offering of affordable fashion area rugs – both machine-made and hand-tufted varieties from Belgium, Turkey and India.

Nourison's new area rug introductions this season include the launches of: the Calvin Klein Linear collection of intricate cut-and-looped textures in neutral tones and bright accents; the kathy Ireland Home American Manor collection of Persian floral designs and abstract patterns; and the Michael Amini Star collection featuring abstract designs inspired by natural landscapes and made

of wool blended with silk-like Luxceller.

"Demand is high for new product," said Giovanni Marra, director of marketing and digital strategy. "Customers are shopping every day, and retailers are hungry for products to sell to them."

Jaipur Living is also answering the call in earnest with almost 200 new products spanning five new hand-knotted and handwoven lines, four new indoor-outdoor lines - including new Nikki Chu, and 45 new accessories - including eight new pillows.

Among the highlights is a new program in partnership with textiles designer Kevin O'Brien. It comes in two collections: the hand-knotted Human/Nature, and the polyester-and-viscose machine-made Land Sea Sky.

Classic Home has participated in several major markets held during the pandemic, "and they were pretty successful for us. We certainly didn't see 100% of our customers, but those who came were very engaged and looking to add newness to their assortments," said Linda Minjares, vice president of textiles and rugs. "And we're providing that for them."

The company is coming through by doubling its area rug line to 120 from 60 indoor styles for the indoors, and to 50 from 20 outdoor styles – encompassing hand-woven, hand-loomed and hand-tufted constructions.

"We are focused on natural fiber rugs because that is where we see the real growth," she said. "Rugs are exploding in this category and we're making a name for ourselves with our unique designs and colors and our innovation."

Domestic manufacturing has enabled Mohawk Home and Central Oriental to bypass some of the supply chain woes suffered by their importer counterparts.

"We are very fortunate that we control our destiny with our huge manufacturing base here in the USA," said Bart Hill, senior vice president. "It gives us an advantage over our competitors."

That means Mohawk Home and its upstairs Karastan division are able to come to the markets this season with "plenty of new products," as well as deeper inventory levels to sustain current programs at retail, Hill explained.

"There isn't a lot of change expected at retail this year going forward because most stores are focused on getting back in stock for current programs," he went on. "But we are prepared with new technologies and new products for 2022 when a real transformation is expected at retail."

Natco Home is encouraged about business for the balance of this year and in 2022, based on retailers' long shopping lists.

"We saw big customers at High Point Market, and they were writing orders," said Mark Ferullo, executive vice president.

A domestic manufacturer of woven and tufted area rugs, Natco Home is coming to the markets with "a more selective and focused" assortment of new offerings.

Ferullo explained: "Replenishing best sellers is key right now, and introducing something new and unique for retailers' selling floors is what will set you apart in this environment. So that is what we're doing."

Loloi Rugs is taking a similar approach to the markets, "trying as much as possible to show products we have in stock so that customers can come into our showrooms, shop and get what they need now," said Austin Craley, vice president of sales. "Retail is hot right now, and retailers need products right away."

Aside from filling reorders, Loloi Rugs is also introducing "more new products than any company, because we believe retailers also want freshness, they want to add something new and exciting to their mix. We've got lots of new colors and designs available, in stock, for them now."

The Sunbrella collection continues to grow at retail, prompting supplier Harounian International Rugs to keep adding new constructions and styles to the assortment. This includes new hand-woven, hand-loomed and flat-woven varieties from Nepal and India plus machine-made performance rugs from Turkey.

"For our Sunbrella line, we've secured new products for private labeling," added Lee Harounian. "Private label represents one of our most important segments."

One of the few benefits garnered from the pandemic is that it taught some customers the importance of patience.

"People have developed an appreciation and understanding and willingness to wait for a product to be made and delivered in a longer-than-usual amount of time," said Erika Kurtz, chief operating officer of New Moon.

The company, which specializes in handmade Tibetan area rugs, has managed to avoid some of the production and shipping delays suffered by others in the home fashions industry, in particular fine furniture companies, Kurtz noted.

"But that experience gave our clients a taste of what it feels like to have to wait for something of quality," she continued. "We are used to having things available to us on the spot. The pandemic changed that, and the hope is that customers realize it's not that big of a deal to wait a little longer for something worthwhile."



### Capel

The Birchwood collection by Capel Rugs encompasses five patterns, including this one titled Palm, that are machine-woven in Belgium of olefin.

## Summer Markets Tip Sheet

Safety protocols vary by market this summer.

### Atlanta Market (July 13-19) + Las Vegas Market (August 22-26), both organized by International Market Centers (IMC)

- To minimize queueing at registration stations, all buyer and designer attendees are strongly encouraged to pre-register online.
- Masks are strongly recommended while visiting our campuses; however, masks are no longer required for vaccinated attendees. Unvaccinated attendees should still wear masks.
- Showrooms and local businesses may still require masks regardless of vaccination status, so please bring your mask with you.
- When worn, masks must cover the nose and mouth of the wearer and may be of the reusable, fabric variety or three-ply disposable masks.

### NY NOW, organized by Emerald X, LLC

- All attendees, exhibitors, sponsors and partners will be required to wear a face mask. Acceptable masks include: a two-layer cloth mask, FDA-cleared surgical mask, and a face shield worn with an acceptable mask.
- All exhibitors and attendees will be encouraged to register online with minimal onsite registration activity.
- Everyone entering the event will have their temperature screened.
- A maximum total occupancy for the event will be calculated based on latest New York State requirements.



SUMMER MARKETS



**Alicia Adams**  
The reversible Sydney pom-pom throw blanket from Alicia Adams is available in a wide variety of colors and is made from alpaca wool.



**Bloomingville**  
Bloomingville's throw made from recycled cotton is printed with a classic blue and white floral pattern. Details include a trendy fringe along the edges.

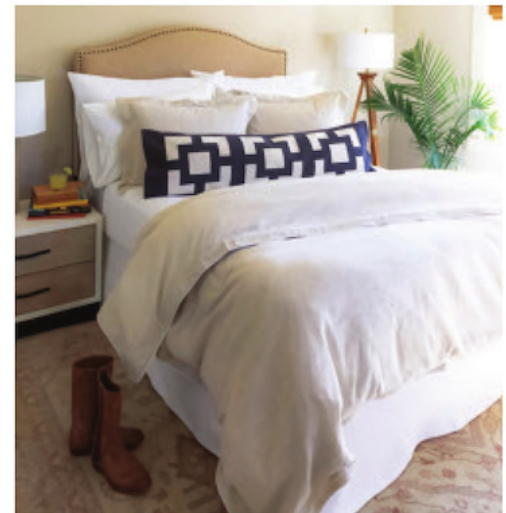


**Kevin O'Brien Studio**  
Kevin O'Brien Studio's hand-stitched coverlet features a relaxed pebbled texture and can be used alone or as a solid, stylish base with the company's other products.



**Dea Luxury Linens**  
Dea Luxury Linens' Andromeda jacquard with Ibla embroidery is completely made by Italian artisans in Tuscany, from fabric to sewing.

**Avasa Home**  
Avasa Home's 100% cotton jersey Arianna duvet is available in white, cream, silver and blue. The Archer pillow show here features a hand-cut, fan-shaped appliqué.



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SUMMER MARKETS



**Amity Home**

Amity Home's Murdock & Brisbane collection combines textures of cotton sateen, fine linen, eye lash edges and more. The top of bed pieces are paired here with the Tahoma and Sloan pillows to bring out the laurel and ochre accents in the water color design.



**Creative Threads**

Creative Threads' Exquisite Ivory inner-lined drapes are available in rod pocket as well as header & back tab constructions. Drapes can also be custom ordered as pleats or with blackout lining.



**Jaipur Living**

Jaipur Living is launching a new program with textiles designer Kevin O'Brien. It comprises two collections: the hand-knotted Human Nature, seen here, and the machine-woven Land Sea Sky.



**Black Line Crazy**

Black Line Crazy area rugs are adapted from original abstract paintings by Mary van de Wiel and hand woven using 100% wool ethically sourced from the State of Guanajuato in Mexico.



SUMMER MARKETS



**Kas Rugs**

The Calla outdoor collection by Kas Rugs features bright colors and versatile patterns on an easy-care, all-weather construction of 100% UV-treated polypropylene.

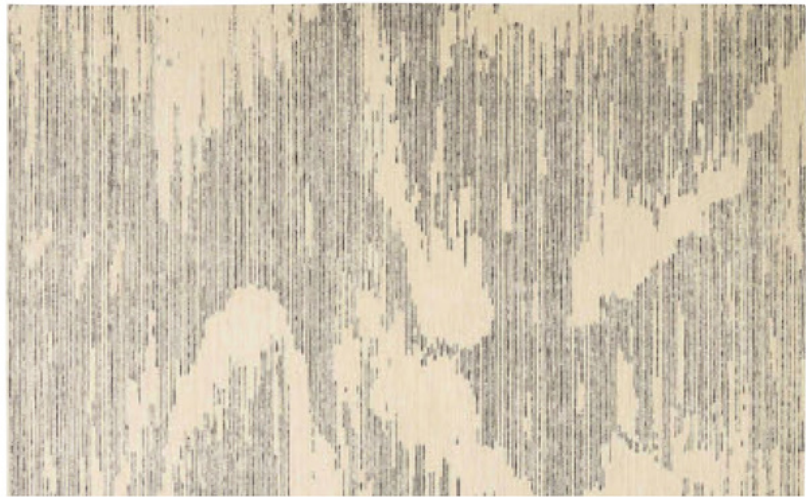


**Momeni**

Allegro is inspired by Moroccan berber rugs reimagined in current color combinations and global patterns. The collection is geared to the youth market but is equally appealing to color-conscious shoppers of all ages.

**Natco Home**

The Beveren collection by Natco Home is machine-woven and digitally printed in a faux rabbit fur finish for ultra softness.



**Willow Street Designs by dei**

The Happy Camper dish cloth set from Willow Street Designs by dei features a whimsical airstream camper in repeat.



**Nourison**

Nourison is launching a new collection with designer Michael Amini. Star features abstract designs inspired by natural landscapes that are machine-woven on a blend of wool, lurex and silk-like Luxelle.



SUMMER MARKETS



**Loloi**

Loloi Rugs is debuting its Chris Loves Julia collection, which spans three rug styles: Jules, Alice and Rosemarie - the latter seen here. It is power-loomed in Egypt of polypropylene and polyester pile, and draws inspiration from antique rug designs but updated with bold colors.



**Karastan**

Consciously crafted with the company's own eco-friendly "EverStrand" fiber made from recycled post-consumer plastic water bottles, Karastan's Estate collection is woven domestically.



**Pendleton Woolen Mills**

Pendleton Woolen Mills is showcasing Yakima camp blankets made in the U.S. of virgin cool/cotton blend and modeled after the blankets early shepherds used outdoors in the Pacific Northwest.



**Creative Co-Op**

Creative Co-Op's Rustic Country cotton tea towels come in a set of three that feature neutral hues in striped and checkered patterns.



**Kalaty Rugs**

Kalaty Rugs is expanding its licensed line with designer Josie Natori, this time with the power-loom N Natori collection. It is divided into three design groups: 24-SEVEN (seen here), Serengeti and Bliss.



SUMMER MARKETS



**Peking Handicraft**

The Topiary in Chinoiserie Vases design from Peking Handicraft is featured in 100% wool hook accent rugs and throw pillows.



**Kaleen**

Kaleen adds contemporary chic to its outdoor rug assortment this season with the addition of the graphic Goudal collection of edgy patterns in assertive colors.



**Dynamic Rugs**

The new Merit collection by Dynamic Rugs is machine-made of 100% polyester.

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**Oriental Weavers**

The Branson collection by Oriental Weavers is power-loomed in the USA of tri-colored and textured polypropylene yarn. The rugs feature a range of designs, from traditional Persian to soft modern, in updated-yet-classic colors.