

Commentary P. 4 | Research: Utility Bedding P. 14 | Summer Markets Preview P. 21

JULY AUGUST 2022

Home Textiles Today

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**Dogfight For
Supremacy
in the High
Altitudes**



HTT's Exclusive
Top 50
Retail Giants

INSIDE THIS ISSUE



TL at Home's Georgie Night features a palette of earth-inspired colorations on natural fiber-made, artisan-crafted bedding. Atlanta Market: B1, 15-A-1 Las Vegas Market: C-354



It's Summer 2022 Market Season

AREA RUG AND HOME TEXTILES SUPPLIERS TOUT NEW PRODUCTS,
POSITIVE ATTITUDES FOR Q4 AND BEYOND

■ By Cecile Corral

The Summer 2022 market season is upon us, and next up on the calendar are Atlanta and Las Vegas.

Set for July 12-18, the Atlanta Market at the AmericasMart is home to more than 300 home décor exhibitors. Among the new area rugs and home textiles showrooms grand-opening this season are Aleph Home in 10-A-5 and Spura Home in 10-A-7, plus a combined showroom for Italian fine linens house Dea Luxury Linens with hand-embroidered linens purveyor Henry Handwork Company in space 9-C-1.

Also for this market are several showroom expansions and relocations, including India-made rugs and textiles company Devgiri Exports in 9-A-23 and luxury linens source Downtown Company in 9-D-4.

"A key asset" within Atlanta Market's whole-home resources, the almost 30 rug showrooms are positioned throughout the Mart's Home Décor Collection "to improve accessibility for buyers," noted Scott Eckman, executive vice president and chief revenue officer of International Market Centers (IMC), which organizes the Atlanta and Las Vegas markets.

"We are excited to grow these important resources in summer 2022 with new brands and expanded presentations as we welcome the design and retail community to Atlanta this summer," he told HTT.

Similarly, Las Vegas Market's 40+ rug showrooms are strategically spread across the three-building World Market Center campus for cross-pollination "with complementary furniture

and lifestyle merchandise," he added.

Among the new and expanding rug and textiles showrooms in Vegas this season are Oriana Home in C-577, Art Carpet-Art Home at A-406; Elite Home Fashions at C-593; and Central Oriental/Natco Home, at A-448.

"We expect our accounts to be attending the summer markets to see new products and develop strategies for the Fall," said Mark Ferrullo, evp, Central Oriental/Natco Home. "We think retailers will be looking for their key vendors to find ways to partner with them to create excitement and values for their customers."

Among the company's introductions are machine-washable fashion rugs, recycled-fiber rugs and natural-look styles in looped constructions.

"This fourth quarter will be a challenge, no



AICO / Michael Amini is expanding on its mix-and-match eclectic offerings with the new Odessa comforter set, which is created on a printed textural velvet fabric and embellished with metallic accents for a touch of glamour. All of the accessories have hidden zippers. Las Vegas Market: C-1601

question," he warned. "But we are a consuming society and we are also value seekers. The ability to pass along some values to the end consumer is critical."

Maintaining optimism is the common attitude among rug and textiles companies this season as they work around mounting macro challenges in pursuit of a decent if not robust fourth quarter selling period.



The new hand-loomed wool Gabby collection by Capel Rugs features abstract Gabbeh patterns of open fields of color for a simple yet elegant design story. Las Vegas Market: A-133

For many, recent sales successes are giving backbone to current and near-future strategies.

Coming off a "spectacular" first quarter that delivered double-digit growth, Kaleen Rugs (C-407 at Las Vegas Market) is upbeat about momentum at the markets, while realistic about the balance of this year. Already Q2 sales are seeing the effects of "inflation and what's going on around the world – supply chain, the war, etc.," noted Monty Rathi, chief operating officer.

"I am pleased we are maintaining steady growth," he said. "Orders are still in pace, though not at the [same high] levels as last year."

Capel Rugs (A-133 at Las Vegas Market) copies that. The 100+ year-old manufacturer and importer has also noticed sales "definitely slowed," more recently, said Cameron Capel, president, sales and marketing.

Because fall is historically the company's best selling season, Capel expects the summer market to trigger new opportunities to bounce business back up – and soon.

"We're hoping for some steadying of the economy and the stock market to calm fears so that buyers have the confidence to purchase again," she continued. "We're excited to be able to have a 'normal market' again, like we did in April at High Point, despite stunted growth, war and the U.S.'s economic situation."

Supporting customers with solutions is how Classic Home (B112-D-2 in the AmericasMart and C-301 at Las Vegas Market) is luring new business as its textiles and rugs divisions come off their best year. The company is offering fresh products plus new in-store display systems for both retailers and designers, said Linda Minjares, VP.

"We have developed multiple display/fixture items that would work in smaller spaces to show our rugs, bedding, throws and/or pillows," she said. "We are very excited to finally showcase some of these items starting in Atlanta. We are prepared for strong traffic from all sectors and anticipate that that will come to fruition."

Now on the backside of the Covid bubble, Karastan/Mohawk Home (C-312 at Las Vegas Market) sees consumer demand tempering for home fashions. The company is partly dodging that shift by emphasizing its domestic manufacturing infrastructure, said SVP Bart Hill.

"We get calls every day from customers who are tired of depending on other parts of the world to get the products they need," he told HTT. "Inflation is definitely tough on business. But we still get plenty of opportunities and take business from others who don't manufacture because we do produce here."

Still, rough days are here and getting harder in the months ahead for the home fashions industry as a whole, Hill warned. Research collected by Mohawk Industries shows expenses for the average consumer up annually by \$6,000 to \$8,000 above typical rates for basic needs – groceries, electricity, gas – "which takes disposable income away from products like home fashions," he said.

Hill continued: "Compound that with very expensive supply chain issues and rising inflation across the globe, and we are bracing for a six- to eight-month slowdown for our categories of business. We don't expect normalization to start until sometime in 2023."

New Karastan introductions this season are designed to inspired customers to invest in their home decor. Among the highlights: design additions to the Scott Brothers licensed program and fresh patterns and palettes added to the poplar Spice Market Collection.

In lieu of a Mart-based showroom, Jaipur Living is inviting customers to visit its Acworth, Ga, headquarters during Atlanta Market week to preview its new in-house showroom "and explore our new collection up close and personal."

The facility is about 30 miles from downtown Atlanta, prompting the company's "low foot traffic, but major impact" expectations for buyer and designer customer visits, said Sasha Wallace, director of brand and strategic partnerships.

"We are excited to re-engage with our South-eastern customers again," she said, touting the company's new licensed collection with designer Barclay Butera.

"In general, this season is important because we are reconnecting with our audience and we have listened to the suggestions that they provide us daily," she summed. "We have so much in store for the fourth quarter, and we look forward to revealing all our plans." HTT



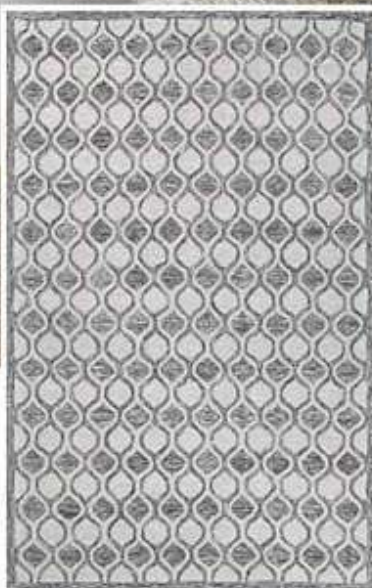
The carol & frank lifestyle brand's new Paloma quilt features a hand-printed pattern on hand-quilted cotton voile.
Atlanta Market: Building 2, Suite 1222
Las Vegas Market: C-701



Classic Home's Melange pillow collection is based on vintage and antique looks that are modernized in earth tone colors for a relaxed casual look.
Atlanta Market: B1, 12-D-2
Las Vegas Market: C-301



Creative Coop believes waffle fabric isn't only for the bath. Throws in the Sanctuary collection are heavily textured but lightweight and easy to care for.
Atlanta Market: B12, 1080
Las Vegas Market: C-712



The Silverthorne collection from Couristan speaks to the company's concentration on 100% wool, hand-crafted products that offer unique textures in Hygge-inspired simple patterns and two colors.
Las Vegas Market: B-360



The 100% cotton Shyla Ash bedding collection from Elizabeth York features a handcrafted candlewick embroidered damask pattern with layers of luxe texture.
Atlanta Market: Building 2, Suite 1222
Las Vegas Market: C-701



Feizy Import & Export's Clio collection features abstract designs inspired by nature with interpretive images of mountainous ranges, open fields, and artistically rendered tree lines. These machine-made rugs employ a blend of polypropylene and polyester and depict neutral earth tones.
Las Vegas Market: C-180

SUMMER MARKETS



The 1920s menswear-inspired Gatsby collection is new from Fibreworks. Made of 100% New Zealand wool, these rugs feature a sophisticated herringbone design and come in this Tuxedo colorway as well as five other neutral shades. Las Vegas Market: C-589



Serene hues and industrial style meld together to create the contemporary appeal of Jaipur Living's Ferris collection. These plush rugs are built around texture via carved, high-low details throughout the polyester and polypropylene pile. Atlanta Market: Company headquarters at 1800 Cherokee Pkwy, Acworth, Ga.

24

Jounty Co. is introducing the Genesis collection of all-wool, hand-tufted rugs constructed with looped wool yarn. Atlanta Market: B1, 5-F-1
Las Vegas Market: A-455



New from Harounian Rugs International is Arizona, a collection of very heavy flatwovens constructed of 100% undyed Bikaner wool. It comes in four designs and colorways. Las Vegas Market: B-433



Kaleen Rugs is launching its new program, spanning four collections, with HGTV celebrity designer Tamara Day – the star of the "Bargain Mansion" series. Las Vegas Market: C-407



Kalaty Rugs is introducing Celeste, a collection of abstract patterns and designs in modern-chic fashion colors, power-loomed in a multi-textural high-low weave using a combination of Silkette and acrylic yarns. Atlanta Market: B1, 4-G-11
Las Vegas Market: B-455



Within its Stacy Garcia Home collection, Karastan Rugs is adding Rendition Zagoria Soot – a grouping of abstract geometric-shape patterns that mimic constellations in form and color.
Las Vegas Market: C-312

Kay Dee Designs' Love To Cook collection features herbs and a variety of kitchen utensils with fun sentiments. These pieces are made of 100% cotton.
Atlanta Market: B2, 1701 (in the Dugan-Bliss & Associates showroom)
Las Vegas Market: C-884 (in the Next Step Reps showroom)



Kevin O'Brien Studio is launching the Prospect Park Collection, based on a special fabric reproduction project designer Kevin O'Brien did for the Brooklyn Museum of Art. Spanning fabric yardage and pillows, the collection is made on KOBS' signature velvet program of hand-crafted fabrics and is available in a variety of colors.
Atlanta Market: B1, 9-C-6



New to the Rifle Paper Co. x Loloi program from Loloi Rugs is the Maison collection, a fresh take on the brand's signature whimsical style. These power-loomed rugs are made in a low pile and never shed.
Atlanta Market: B1, 1-L-1 and 13-C-1
Las Vegas Market: B-462



Nourison is building on the popularity of its Prismatic collection with new abstract design featuring shades of green with hints of blue for a foamy, ripple effect enhanced by brilliant orange accents that are subtly carved to add layers of dimension. Prismatic is handmade in a blend of New Zealand wool and Luxcelle fibers.
Las Vegas Market: C-112