

Supply chain, inventory, innovation the order of the day for upholstery vendors

By Jean Marie Layton
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LAS VEGAS — Companies exhibiting at this week's Las Vegas Market, Jan. 23-27, are focused on three priorities: besting supply chain challenges, building inventory and innovating.

In spite of the disruption caused by the pandemic, companies are introducing new products at the Las Vegas Market and are excited about this important market for their West Coast customers. Some are even showing signs that the furniture business, despite many challenges, is being reinvigorated by difficulty and companies are coming up with innovative solutions that may have long-lasting implications for the industry.

Lee Honigsfeld, vice president of Armen Living, said the company has implemented a new logistics team and "brought in a driver personality who can negotiate with all the carriers."

Armen Living's inventories are up, and like many of its peers, Armen Living is actively negotiating and looking for more sources. The company just opened supply relationships in Thailand and expects to do so in India next year, in addition to its current suppliers in Vietnam, China and Malaysia.

Overall, Honigsfeld said, "the key for the industry are logistics teams" that can get the job done in a resource-constrained environment.



The modular curved Vesper sofa, from Diamond Sofa, offers multiple configuration options, including this two-piece 120-inch sofa layout.

Companies have been building inventory in advance of the Las Vegas Market. Scott Hill, vice president of sales for New Classic Furniture, indicated that by the January market its inventory "should be running at 60 days."

Similar approaches are found at Norwalk Furniture where CEO Caroline Hipple said the company "went extra long early in 2020" and that its warehouse inventory of upholstery in both fabric and leather is "full to the gills."

"In addition to developing new product, we are focusing on stock and availability," said Charles Song, marketing coordinator at Diamond Sofa, adding, "Despite the unavoidable supply chain situation, goods still continue to flow in to meet a high level of demand."

Meeting demands are top of mind at Cozzia USA where CEO Bob Bruns said the company is focused on having products in stock and has been emphasizing that message since last fall's High Point Market through Las Vegas this month. He noted that the company's warehouses are both at 60 days of inventory at this point.

Innovating with fabrics to insure product availability is key at Furniture of America where Marco Sigala, showroom development manager, said the company is "adding innovative work with fabrics and working to match out fabric for our hot

sellers as much as possible with fabrics that are available."

Companies are also looking to reshore or near shore their operations.

Cozzia USA recently enhanced its warehouse facilities by opening a 55,000-square-foot facility in Mt. Airy, N.C., in April and increased its Riverside, Calif., warehouse to 100,000 square feet in June.

Omnia Leather expanded to another facility in April and is now doubling the size to meet volume demand and to increase capacity. Furniture of America, in addition to its domestic manufacturing plants in Mississippi and California, is also "ramping up production out of Vietnam," according to Sigala.

Given the unprecedented demand for upholstered furniture, by tapping into the supply chain at different points companies are figuring out how to meet their customer demands.

Horizon Home, a case goods manufacturer based in Phoenix, has partnered with upholstery manufacturers that previously supplied exclusively for the Mexican domestic market. The company was only using half of a 100,000-square-foot facility for production and has since expanded to use the entire operation for upholstery production.

Vice President of Sales Felipe Orozco said, "We have an ability to kick out five trucks a day and are expecting to target the top



Cozzia will showcase at market its Brookstone BK650 Massage Chair, offering L-track technology and a host of programming features.

100/200 retailers with specialized collections at amid-level price point. ... "There's been a change within the past 18 to 24 months, a rush to diversify by U.S. manufacturers and retailers. Some are looking at vertical integration, searching in Mexico for factories with capacity."

Like every company experiencing the highs and lows of supply chain difficulties, Katherine Skinner, merchandising manager for Omnia Leather, said, "Every week is another hurdle, and we maneuver around it. Even though this unprecedented demand has been tough, it's made

the furniture industry fun again—the energy is different now."

Hipple echoed these sentiments, saying, "It's been a random whack-a-mole this year," but this has provided the company with a "great exercise in nimbleness. Every day (the company asks) what are we facing today; how can we deal with this?"

At New Classic, Hill indicated that "the Las Vegas Market is a fun way to jump into 2022."

This spirit of positivity is reinforced by Hipple: "The good news is that we're all in this together. It's smart to take the time to make good decisions." **IT**



Norwalk Furniture's Apex storage ottoman presents a triangular shape to neatly fit the space formed by an L-shaped sectional.

Upholstery

PRODUCT HIGHLIGHTS



Abbyson, B-170



Arteriors, C-379



Bellini Modern Living, B-670



Cozzia, B-1062

Abbyson B-170

Collections include Harper sectional storage sofa bed, Galaxy fabric sofa and armchair (also in leather), Quincy leather sectional and a stationary sofa in orange leather.

Armen Living B-759

Armen Living is adding four new leather motion collections and five new leather collections to its 2022 stationary leather program.

Arteriors C-379

Jardin sofa has exaggerated curvatures, swooping arms and a traditional rattan design in a black wash finish. The undulating weave construction is fitted with a flax linen cushion for added comfort. Rattan finish may vary slightly.

The Lakewood bench finds inspiration in the artisanal

leather goods of Bottega Veneta. It is made with large strips of morel leather woven to mimic Bottega Veneta's distinctive design, along with an antique brass frame adds a hint of shine to the natural aesthetic.

The Tatum settee in storm leather is a balance between traditional and modern aesthetics and features channeled tufting. The antique brass base traces the oblong shape by flowing along the edges of the seat and back.

Bellini Modern Living B-670

Introducing new motion upholstery pieces with full grain Italian leather. Made in Italy, Escape and Oxford are available as five-piece power sectionals, sofas and loveseats, and Nicole is available as a five-piece power sectional.

New stationary leather upholstery pieces with full grain Italian leather include: The Casino, with an adjustable headrest and offered as a classic stationary sofa and loveseat grouping; and the Amanda sofa in a new Pacific

Blue shade.

All stationary leather upholstery pieces are made in Italy.

Cozzia B-1062

Brookstone BK650 massage chair utilizes L-track technology to reach every inch of the customer's spine and glutes. Other features include 3D massage, voice activation, body scan, compression massage, zero gravity, reflexology foot massage, 12 auto programs, one spot massage, three customer massage programs, lumbar and knee heat therapy, foot rollers, Bluetooth speakers, voice control and USB port.

The Svago Swivel SV500 features swivel, air massage, zero gravity position, two auto programs, heat therapy, smart wakeup and memory buttons.

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PRODUCT HIGHLIGHTS



Diamond Sofa, B-746



Dovetail Furniture, B-159



Creative Co-Op, C-712



England Furniture, B-555

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Creative Co-Op C-712

A 79-inch Mango wood daybed with leather cushion is made of leather and solid wood.

Diamond Sofa B-746

The Vesper modular curved sofa is available in soft, textured white faux shearling while sculptural black carved wood legs envelope the collection which can be configured in modular fashion. Accompanying accent ottoman and chair available.

The Vox sofa and chair in textured white faux shearling fabric softens the minimalist horizontal tuft motif of the Vox, offering contemporary visual aesthetics.

Dovetail Furniture B-159

The Jolo chair is wrapped in a faux sheepskin upholstery and features a 360-degree rotating base. Features tubular arms and curved lines.

The Carpio sofa is available as a modular sectional when combined with the ottoman and middle piece. Featuring premium leather upholstery in an antique brown finish.

The Artadi occasional chair is made with mixed materials and features a white cotton cushioned seat and a natural rattan back rest supported by a sleek, black oak wood frame.

England Furniture B-555

The Whitley collection is a traditional group with a Charles of London arm, bed pillow back and tapered wooden pyramid leg. Comes with five pillows. Pieces include sofa, loveseat, chair and ottoman.

The Clayton collection offers a shaped slope arm, gener-

ous scale and non-welted seat and back cushions. Pieces include sofa, loveseat, chair, ottoman, flip-flop chaise and sectional.

Furniture of America B-1168

The two-tone Kloten sofa set brings variety in texture and visual appeal. With angled legs and wide arms, the vertical profile is kept low to the ground for a sleek and modern silhouette.

Global Views A-153

The Channelback sofa is custom designed by George Sellers and is distinguished by arching back shape, deep channels of stitched, 100% cotton, dragonfly blue velvet around the back support. Constructed with wooden base and ac-

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PRODUCT HIGHLIGHTS



Furniture of America, B-1168



Global Views, A-153



Hooker Furnishings, A-236



Moe's Home Collection, C-474

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centuated along the bottom edge with a filet of solid brass running around the entire frame. Elegant shapely legs and frame are finished in a dark waxed oiled walnut finish.

The Duncan chair features a 100% cotton, dragonfly blue velvet cover over a tight seat and exterior back. The back is channel tufted with inset buttons buried deep within the channels. The oiled walnut finished rubberwood legs are capped with solid antique brass sabots.

The Evelyn chair is made of dragonfly blue velvet and rubberwood with a walnut finish. Also in moss velvet.

The Latitudes modular sectional is constructed of walnut solids and veneers, and all of the metal components are made of steel with an antique brass-plated finish. Covered in woven poly cotton blend and treated to protect from stain and

moisture damage. Includes armless section, corner section, corner table, end table, sectional double base and sectional triple base. Other pieces in the collection include leather ottoman, swivel chair and leather round ottoman.

Hooker Furnishings
A-236

Showcased in the space will be product from four Hooker Furnishings brands: Hooker Furniture, Sam Moore, Bradington-Young and MARQ.

Motion upholstery pieces will include Sam Moore's Pilsen swivel chair, a standout from its recently debuted Chapman collection and Bradington-Young's Artemis swivel tub chair.

Stationary fabric upholstery pieces will include Sam Moore's Larrabee sectional, a highlight of the brand's recently debuted Chapman collection.

Stationary leather upholstery pieces will include Bradington-Young's Melville sectional, from the brand's Plaza Midwood collection.

Moe's Home Collection
C-474

The Zeppelin modular sectional has a low-slung and padded form that evokes the popular 1970s Malibu aesthetic. It offers low-profile seating.

The Yoon modular sectional has curved and is comprised of five components, allowing for multiple configurations. It features an FSC-certified pine and plywood frame and comes in four finishes: Sweet Cream, Nightshade Blue, Umbra Gray and Fired Rust.

Upholstery

PRODUCT HIGHLIGHTS



Parker-House, A-1053



Norwalk Furniture, A-225

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Norwalk Furniture A-225

The Apex storage ottoman's unique triangular shape perfectly accommodates the space formed by an L-shaped sectional. The softly padded side panels are accented with button details, and the top is removable, for hidden storage. Apex is available in leather or fabric.

The Gastonia sofa is available in both full and condo lengths and is a transitional style. Features include a tight bench seat, bold flared inside arms, handsome block feet and a softly curved rear profile.

The Prescott sofa, from the Kim Salmela collection, features dramatically inclined thin track arms and a two-cushion-back over a bench seat configuration that sits atop a wood base accent rail.

The Wilmington chair is traditional i yet infused with subtle updated design elements suitable for more modern spaces. Key design features include the gentle curve of the upswept front arms, the graceful rearward slant of the arm caps, the gentle curve of the back rail and the dramatic drop of the back sew line that compliments its oversized contrasting welt.

Omnia Leather A-256

In motion and stationary leather, the company offers its comprehensive style library with configurations to suit all price points and lifestyles. Covers are 100% top grain leathers all over. Fabrics, including performance fabrics, also available.

The lineup includes ergonomic chairs with ottomans, counter and bar stools, cocktail ottomans and accent chairs.

Parker-House A-1053

FreeMotion cordless motion offerings being integrated as a standard feature in best-selling models, such as Whitman and Carnegie.

Zuo D-502

The Azteca accent chair and Morro accent chair are covered with 100% cotton fabric over a plush foam body sitting on wood legs.

The Bastille accent chair is wrapped with a polyester fabric and sits on wood legs in a boho-chic style. Available in yellow and green.

The Goa accent chair is covered with 100% cotton fabric over a plush foam body sitting on wood legs.

The modern Hans accent chair is wrapped in vinyl with a powder-coated steel frame. Available in vintage gray and vintage brown.

The angular Javier accent chair is wrapped in vinyl on top of a powder-coated steel base. Available in white.

The geometric Manuel accent chair is wrapped in vinyl on top of a powder-coated steel base. Available in gray and tan.

The Papillion accent chair is wrapped with a polyester fabric and sits on powder-coated steel legs in a boho-chic style. Available in yellow and green.

The Quixote accent chair is covered with 100% cotton fabric over a plush foam body sitting on wood legs.

The Ranier accent chair is wrapped with a polyester fabric and sits on wood legs in a boho-chic style. Available in yellow and green.

The Williamsburg accent chair is covered with 100% cotton fabric over a plush foam body sitting on wood legs.

The glam Zinclair bar chair is wrapped in polyester with



Zuo, D-502

powder-coated steel legs. Available in yellow, gray and black.

Also offering three office chairs:

Profile is wrapped in vinyl with a powder-coated steel frame, height and locking tilt adjustment, with a rolling base. Available in black and gold.

Partner is wrapped in vinyl with a powder-coated steel frame, height and locking tilt adjustment, with a rolling base. Available in black, white, and espresso.

Auction is wrapped in vinyl with a powder-coated steel frame, height and locking tilt adjustment, with a rolling base. Available in vintage brown and vintage black. **11**