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Industry Expects Warm Welcome at Winter Markets

New products, updated events and higher traffic on top

■ By Cecile Corral

If buyers and designers need convincing to attend the winter 2022 markets, show organizers and product companies are eager to persuade them.

It's true there is cause for misgivings: the emergence and spread of the new COVID-19 Omicron variant, ongoing supply chain delays and sky-high logistics expenses. But there are plenty of reasons to return to doing business in person, safely, at the industry's trade events.

This season offers many opportunities:

- Dallas Total Home + Gift Market, Jan. 5-11, Dallas Market Center
- Atlanta Market, Jan. 11-18 at the AmericasMart
- Las Vegas Market, Jan. 23-27 at the World Market Center
- Shoppe Object, Feb. 5-7 at Pier 36 in New York City
- NY Now, Feb. 6-9 at the Jacob K. Javits Center in Manhattan

When it comes to home accessories, Surya Inc. president Satya Tiwari told HTT, in-person contact with product – “touching and seeing for yourself” – is critical to a designer or retailer working on “a project or display for [their] retail store.”

He continued: “We know the scope and quality of our products are best experienced in person, which is why we built our Dallas showroom to be a year-round, everyday resource for designers. Dallas market has been a great partner for us over the years and we're excited about the evolving and ever important role markets will play in 2022 and beyond.”

Scott Eckman, IMC executive vice president, chief revenue officer, said this season's markets/trade shows offer “the ultimate response to persistent supply chain issues.”

IMC (International Market Centers) is the organizer of the bi-annual Atlanta and Las Vegas markets. “Nowhere else can buyers connect in real time with vendors to assess current product availability and discover new resources to help them cover merchandise gaps,” he added.

Lee Harounian, president of Harounian Rugs International, echoed that sentiment, noting communication and accessibility are key to keeping business moving forward in these uncharted times.

“We have been dealing with challenges in production flow and shipping since 2020, and the effects of the pandemic on availability will certainly go well into 2022,” he said. “[Since] spring 2020, we realized that the one thing we could control was our communication with our customers, and we continue to work very hard at communicating and informing our customers as to availability and real-time updated ETAs. Our new product development and introductions continues to go forward at an aggressive pace.”

Dallas Market is boasting a 50%+ year-over-year increase in new buyer applications, with the strongest gains coming from buyers located in the Midwest and Southeast. This January event marks a return to Dallas Market by international buyers from Canada, Mexico and across Latin America.

Additionally, Dallas Market is also welcoming more than 50 new and expanding permanent showrooms.

Home furnishings brands are making major expansions this

season at Las Vegas Market – among them: furniture, luxury bedding, accessories and area rug house Classic Home, which is more than doubling its showroom space; and handmade furniture, accessories and textiles company Dovetail, which is also expanding its space by more than double the square footage.

As a category, area rugs represent “an integral part of the Las Vegas offerings with some 60 brands open for market,” Eckman said.

So much so, IMC is launching JuniperMarket, its new B2B e-commerce marketplace, with more than one million skus already onboarded – including a healthy assortment of rug brands like Bashian, Coel12, Exquisite Rugs, Feizy, Fibre by Auskin, Jellybean Rug, Meem Rugs, Momeni, The Mood, Orian Rugs and United Weavers of America.

Dallas-based Feizy is showing at the Dallas and Las Vegas markets with products that are not just on trend but also, importantly, accessible, noted Justin Yeck, vice president of omni-channel sales, marketing, product development & design.

“We have worked very closely with our suppliers to minimize supply chain hurdles,” he explained. “We have been strategically focusing on product launches coinciding with stock arrivals to ensure clients can get the product as quickly as possible.”

Feizy's new offerings this season comprise three categories of styles: easy-care, indoor-outdoor constructions; luxurious sheens; and trend-forward looks for designer and decorator clients.

Upon the completion of its NEXT reorganization, Atlanta Market's new curated destination is now featuring several new, relocated and expanding home textiles brands, including: area rug source Devgiri Exports; home furnishings and accessories designer Parch View Home Building; sheepskin, alpaca wool and leather products house Auskin Sheepskin Company; bedding and accessories source Cloud 9 Design; and home furnishings, bedding and rugs company Classic Home/Villa Home Collection; among several others.

Additionally, the AmericasMart's former rug floors (3 to 6) in Building 1 are being transformed into new Casual Furniture floors in preparation for the relocation of the International Casual Furnishings Association's (ICFA) markets to Atlanta in 2023.

In turn, rug brands are now more conveniently interspersed with other home décor offerings, “giving retailers and designers a more comprehensive cross-category sourcing experience,” Eckman added.

Developing products that present a “high-end perceived value” but are actually designed to retail at mid-tier price points has been Jaunty Rugs' focus for this Las Vegas Market, said president Kami Navid.

Its other focus: getting product orders reliably delivered to customers.

“Like everyone in the industry Jaunty has been impacted by the supply chain issues, delays at the port and shortage and high cost of containers coming from India,” he said. “But we have been resilient, trying to be proactive and handle the challenges on hand in

such a way to keep our customers happy, and expedite our shipments in such a way to have them shipped via couriers to minimize long back logs for our pending orders.”

Expecting the global supply chain to continue struggling for months to come, domestic area rug manufacturer Natco Home is expanding its warehousing and taking other measures to keep its business agile and responsive, said EVP Mark Ferullo.

“We see supply issues continuing into 2022. Prices of raw materials are still fluctuating as well,” he said. “We are stocking as much raw material as possible to fit our needs and demands. With open orders at an all time record high, we are fortunate to have the space and facilities to allow us the extra storage.”

Nourison also expects supply chain hurdles to persist for a while longer, “but we have been fortunate enough to have a large backup supply of inventory to meet consumer demand,” assured Giovanni Marra, director of marketing and digital strategy.

Prismatic is one of the company's best-selling collections, prompting Nourison to develop additional patterns that answer customers' demands for bold color and texture.

“There is also a high demand for custom rugs, and we have been fortunate to be able to meet these requests through our custom rug program in creating rugs in any size and shape in 10 days or less,” he added. “We will continue creating new collections based on color and design trends and will also continue adding high quality, hand-knotted products.” **HTT**

Surya's Jessie duvet cover and shams bedding ensemble is made of 100% cotton and is finished with a contrasting piping. Dallas WTC, space 560



WINTER MARKET PREVIEWS



Dynamic Rugs

The Carson collection from Dynamic Rugs features modern designs crafted to generate visual interest. The collection is constructed of 100% shrink polyester and is machine-made in Turkey. Las Vegas: Building A, 432



Lili Alessandra

The new Rain Forest Collection from Lili Alessandra features base fabrics in a cotton/linen blend and a neutral palette accented with a jacquard blanket and pillows for texture. Down quilted coverlets are made of 100% hemp in a herringbone pattern. Atlanta: Building 1, 15th Floor A1 (Codarus showroom) Las Vegas: Building C, 354 (Codarus showroom)



Anne Selke

Florals and foliage dance together on Anne Selke's Freya sateen bedding. Made of 100% Tencel lyocell, the fabric is cooler than linen, more absorbent than cotton and wrinkle free. Atlanta: Building 1, 15th floor A1 (Codarus showroom) Las Vegas: Building C, 354 (Codarus showroom)

DownTown Company

The washable Chateau Custom Silk Collection from DownTown Company is made in Germany by craftsmen who have been producing premium silk for over 75 years. Customers can choose their preferred silk fabrics and edge treatments as well as fill weight. Atlanta: Building 1, 9-A-20

Kevin O'Brien Studio

The Biscotti linen duvet set from Kevin O'Brien Studio is made of 100% linen with velvet trim. It is shown here with the Channel velvet quilt. Atlanta: Building 1, 9th Floor, C-6



Feizy

Each piece in Feizy's Laina Collection is designed to produce a pulsing idealistic design with a textural high-low effect. Las Vegas: Building C, 180



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WINTER MARKET PREVIEWS



Natco Home

Natco Home is focusing on its domestically manufactured rugs this season. Among the new styles is Stonington, made of plush heat-heat polypropylene and available in 15 patterns and 10 colors. Las Vegas WMC, A-452



TL at Home

TL at Home is introducing a collection of easy-care luxury linens, crafted of cotton and linen. Dallas Design Center, in Codarus Atlanta AmericasMart, 15-A-1 (Codarus) Las Vegas WMC, C-354 (Codarus)



Kas Rugs

The Illusions Collection from Kas Rugs features an array of watercolors that range from tonals to vibrant palettes. The rugs are made in Turkey of 100% polypropylene with half-inch pile height. Las Vegas: Building B, 175

Amity Home

Amity Home offers a modern take on a traditional hand-woven rug with the Hudson rug in a mélange of charcoal and natural tones. The high-low loop pile blends the durability of wool with the softness of viscose. Atlanta: Building I, 9-A-21 Las Vegas: Building C, 596E

Jaunty Rugs

Jaunty Rugs' Nova collection is hand-woven in India of textured hand-spin wool. Las Vegas WMC, A-455



Nourison

From Nourison's Prismatic Collection, this handmade rug features abstract ripples of grey and blue accented by swirls of gold. Hand carved for an added sense of depth, the rug is crafted from a blend of New Zealand wool and silky Luxcelle fibers. Las Vegas: Building C, C112

