

MARCH 2018

HOME ACCENTS

TODAY



INDUSTRY NEWS

Surya adds ceiling lights to portfolio

SURYA IS ADDING CEILING lighting to its product portfolio for the spring market season. The collection offers 50 chandeliers and pendants across a range of price points in four styles: modern, traditional, transitional and updated traditional.

Since launching in 2014 with portable table and task lamps, Surya's lighting offering has grown to include more than 650 SKUs of floor, oversized, outdoor and, now, ceiling lighting options.

"Surya's debut in the lighting category included a methodical process of identifying the initial

niches we needed to step into in order to continue simplifying the buying experience for our customers," said John Haste, senior vice president, business development. "Four years later, lighting is our fastest-growing category and is on its way to becoming our second-largest product category. We anticipate a very positive response to our new fixed lighting introductions."

The lighting designs range from artisanal eclectic to clean and contemporary, and the collection is in currently in stock and ready to ship.

"Surya provides accessories

for floors, walls and the space in between, so it is a natural progression for us to expand to ceilings as well," said Satya Tiwari, president. "Ceiling lighting used to only cater to big-budget residential and commercial projects. Now renters and homeowners of all backgrounds are interested in switching out standard light fixtures for ones that fit their personal style."

"In our continued effort to be a one-stop shop for home accessories, Surya is excited to provide ceiling lighting options that are accessible to both the budget-conscious and the high-

end luxury seekers. We look forward to receiving our customers' feedback on this first group of fixed lighting introductions and plan to provide even more value based on the demand."

Over the next year, the company plans to add new lantern, sconce and vanity designs; more chandelier and pendant styles; and will continue to invest in innovative, stylish portable lighting options.

The ceiling light collection may be viewed at surya.com and will be exhibited in the company's Showplace 4100 showroom at the Spring High Point Market. ■



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Nesting Instinct

Whether you're an urban dweller or exacting minimalist, these charming stackable sets fit the bill for easy entertaining while maintaining a premium on space. Blending both versatility and function, these multipurpose designs sacrifice nothing in terms of style.

BY TRACY BULLA



Petite wedge-shaped tables nestle together to form a single circular design with the steel Majestic side table set from **Regina Andrew**.



Rugged meets streamlined with the versatile Telluride display stands from **Napa Home & Garden**, offering an impactful opportunity to highlight sculpture or plants (\$520).



John-Richard applies abstract artwork from artist Austin Allen James to the Lustrous Sky stacking tables, showcasing a hand-executed vitreous finish.



Surya's graduated triangular tables nest neatly, exuding contemporary panache in polished stainless with black granite tops.

Surya Expands Presentation with Ceiling Lighting

Spring 2018 will see the launch of Surya's dramatic presentation of ceiling lighting, a natural progression for a company providing accessories for floors, walls and the space in between.

"Ceiling lighting used to only cater to big-budget residential and commercial projects," says Satya Tiwari, Surya's President. "Now, renters and homeowners of all backgrounds are interested in switching out standard light fixtures for ones that fit their personal style."

Since its initial launch in 2014 with portable table and task lamps, Surya's lighting offering has grown to 660 SKUs with the addition of floor, oversized, outdoor, and now, ceiling lighting options. "Surya's debut in the lighting category included a methodical process of identifying the initial niches we needed to step into in order to continue simplifying the buying experience for our customers. Four years later, lighting is our fastest growing category, and is on its way to becoming our second-largest product category," Tiwari says. Here, Joni Caraan, Vice-President of Merchandising, offers a closer look.

How did lighting perform for Surya in 2017?

The lighting category at Surya has experienced impressive growth year over year. The driving forces behind our success in 2017 were the 180 lighting item introductions that were well received by our customers.



What design trends or category of product drew the most interest from your customers at the winter markets?

The design trend focus at winter markets included a strong interest in Mid-Century and Scandinavian table and floor lamp styles in materials such as metal, ceramic and wood. A few other emerging trends to note are a combination of white and brass elements across lighting categories, and terrazzo elements incorporated into base materials.

How does your 2018 presentation reflect your company's trademark style?

Our 2018 lighting presentation represents Surya's design leadership and focus on offering our customers the most relevant styles and trends at a variety of price point options to meet their needs.

What can buyers expect to see in High Point?

Buyers can expect an extensive offering of table and floor lamps, as well as our new ceiling lighting. Our lighting products span all lifestyles and we will have new introductions in every category.

Surya's new ceiling lights have been designed to coordinate seamlessly with its other accessories, making it easy to create a complete look for any space. The collection includes 50 chandeliers and pendants at a wide range of price points in four styles – modern, traditional, transitional and updated traditional. It features designs from the artisanal

eclectic to the clean and contemporary, providing function and style to interior spaces. The new ceiling lights are currently in stock and ready to ship.

In what ways does your company distinguish itself among the competition in lamps and lighting?

Surya distinguishes itself from competition in the lighting category not only by our trend-right and comprehensive product assortment, but also by our commitment to a positive customer buying experience. We offer full service account management and customer service along with industry-leading shipping and delivery efficiencies. There is comprehensive customer support from beginning to end of the purchasing experience.

Any additional remarks on the category you would like to include?

Surya is committed to establishing itself as a leader in the lighting industry and our customer's first choice when it comes to all of their home accessory needs. Everyone can look forward to continual additions and expansions to the Surya lighting assortment, including the addition of lantern and sconce designs, as well as more chandelier and pendant styles.

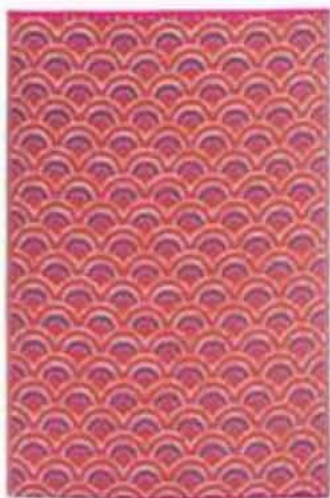
For more information, please visit surya.com or call 877-275-7847.



OBJET

Put some pop underfoot with this lively array of rugs.

BY TRACY BULLA



Fab Habitat, \$70, 4x6



Surya, \$699, 5x8



Classic Home



Kaleen, \$506, 5x8



Novogratz by Momeni, \$259, 5x8



Genevieve Gorder for Capel Rugs, \$699, 5x8



Amigos de Hoy, \$699, 5x8



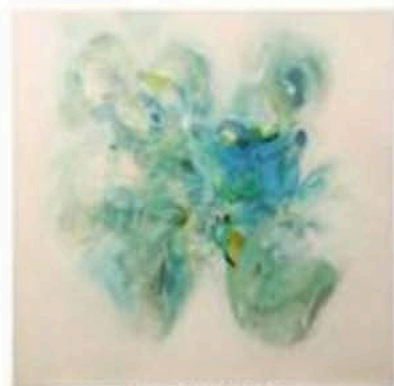
The Rug Market, \$399, 5x8



Nanimarquina, \$2,416, 5x8

COLOR WHEEL

BY TRACY BULLA



Stylecraft, \$110



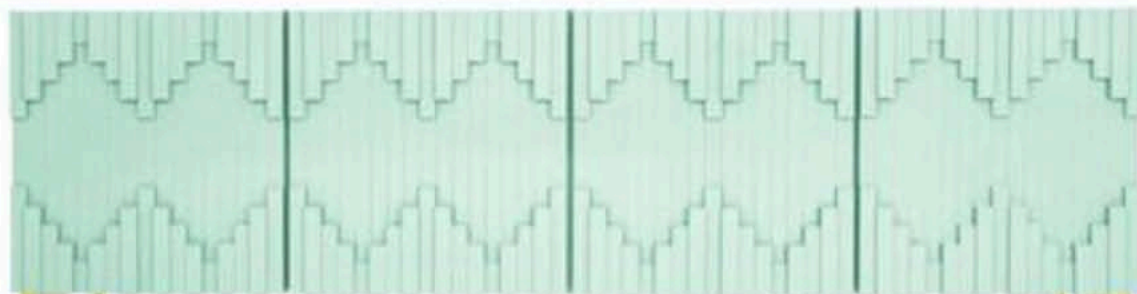
New Growth Designs



Villa Home Collection



Jamie Young, \$250



Modshop, \$7,895



Regina Andrew



Dimond Lighting,
\$108



Global Views



Costa Nova

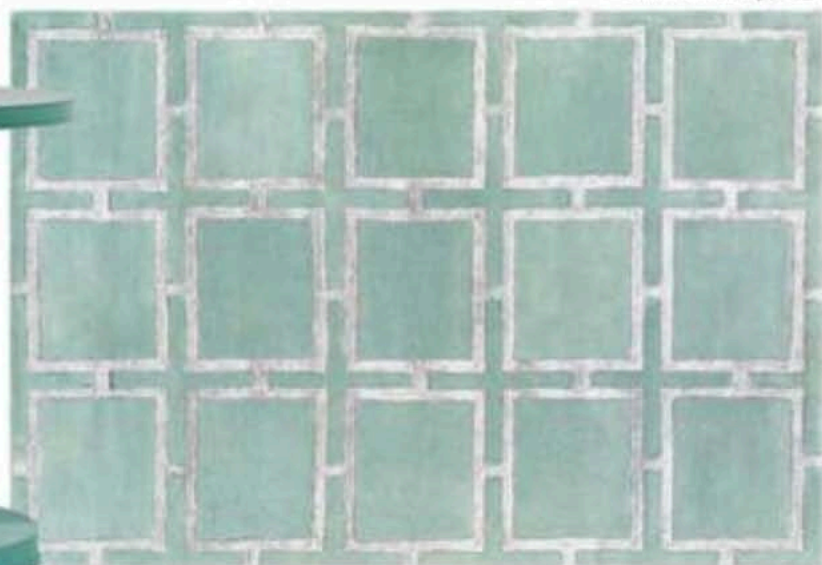


Claire Bell for
Chelsea House, \$365



Dimond Home, \$62

Dorothy Draper
by Kindel
Furniture, \$2,756



Surya, \$804, 5x8