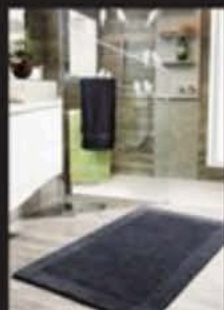


# Home Textiles

TODAY



Heimtextil  
Exhibitors Focus  
On Innovation  
[P. 16](#)



**IT'S NOW A  
MILLENNIAL  
WORLD**

## AREA RUGS

\$5.2B

Total Rug Sales in 2017

\$28.6B  
2017 Home  
Textiles Universe\$28.1B  
2016 Home  
Textiles UniverseUP  
1.6%

## On an Even Keel

BY CECILE B. CORRAL

**D**iscount. Fair. Adequate. Satisfactory. These are some words that sum up 2017 with regard to overall area rugs sales.

Here are some others: Optimistic. Hopeful. Preparatory.

While area rugs as a category only saw modest growth last year, the 1.7% increase to \$5.18 billion symbolically represents the resilience and drive industry players demonstrated in a period of ups and downs.

The second and third quarters weighed on the business as several key retailers shuttered hundreds of stores collectively, resulting in lower retail placements and shrunken sales for rug suppliers.

The slack period was offset by the first and fourth quarters, which bookended the year with strong sales, especially at online retailers and furniture chains.

The direct-to-consumer channel posted 2017's highest percentage increase, 6.9%, lifting the segment to \$770 million in sales. Com-

ing in second were furniture stores, which were up 3.9% to \$347 million.

Discount department stores/supercenters, traditionally the category's dominant channel, posted the third-highest sales lift for the year – up 2.0% to \$1.9 billion.

Only three retail segments posted sales declines – department stores, down 2.7%; carpet/floorcoverings stores, down 1.6%; and specialty stores, down 0.6%.

Mohawk Home said its business grew 3% in 2017 thanks to expansions in area rugs and doormats – “our two strongest businesses,” said vp of product and operations Bart Hill.

“Our area rugs were driven by innovations and advancements in polyester in the woven business,” he explained. “We had our strongest two-year run in the history of our business driven by these innovations and by styling and the value proposition that polyester gives, especially in our space-dyed polyester product offerings.”

Surya Inc. had positive growth in 2017 “across diversified business channels,” president Satya Tiwari noted, citing investments made over the year to lay the groundwork for future growth.

“Our growth had a lot to do with the investments we’ve made in recent years to diversify our business in design, furniture and e-commerce,” Tiwari said. “We had a good year last year because of the work we’ve put into our business. But I think 2018 will be even better, and we will be more profitable.”

Natco Home Group has been building on its U.S. manufacturing and warehousing operations, said David Litterer, principal.

“Our domestic business is growing nicely,” he said. “We’re expanding our tufting operation in Dalton (Georgia) with more capacity, and we’re expanding our woven business in Maine, adding more warehousing and production floor space by the middle of this year.”

Oriental Weavers is also investing in new looms as well as “revolutionary new yarn systems” to expand its domestic production this year due to increased demand for its machine-made products. **HTT**

## AREA RUGS

## Distribution channels

2017 total retail sales: \$5.2 billion up 1.7% from \$5.1 billion in 2016

	2017	2016	% CHANGE
Discount department stores/supercenters	\$1,902	\$1,866	2.0%
Direct-to-consumer	\$770	\$721	6.9%
Specialty stores	\$503	\$506	-0.6%
Department stores	\$454	\$466	-2.7%
Home improvement centers	\$357	\$352	1.5%
Interior designers	\$341	\$339	0.5%
Furniture stores	\$347	\$334	3.9%
Gift/home accent/single-unit specialty textiles stores	\$294	\$293	0.4%
Carpet/floorcovering stores	\$169	\$171	-1.6%
Warehouse clubs	\$105	\$105	0.3%
Other	\$44	\$43	0.5%
<b>Total</b>	<b>\$5,185.0</b>	<b>\$5,096.0</b>	<b>1.7%</b>

All figures are estimates and are rounded.  
Source: IRI Strategic Insights, 2017 Home Textiles Trade Study

## ABOUT THE NUMBERS

Home Textile Today's Area Rug Database report reveals 2016 and 2017 market share product data through eleven distribution channels. All retail sales figures are estimates and are for the U.S. only.

## Distribution channels

Carpet/floorcovering stores include stores where carpet and floor coverings are the total business or single largest category. Many are local or regional stores.

Department stores are full-line operations carrying a variety of merchandise, including national and regional stores. Examples include Macy's, JCPenney, Bloomingdale's, Sears, Belk, Dillard's, Koh's and The Bon-Ton Stores.

Direct-to-consumer includes retailers with primary distribution through the Internet, catalogs, television and/or

home parties. Examples include Amazon, BrylaneHome, Cornerstone Brands, Hanover Direct, HSN, Lands' End and Overstock.com, among others.

Discount department stores/supercenters include discount, off-price and dollar stores, such as Walmart, Target, Kmart, T.J. Maxx/Marshalls, Ross Stores, Big Lots, Tuesday Morning, Shopko, Family Dollar and Dollar General.

Furniture stores include retailers where furniture is the total business or single largest product category, including local, regional and national stores. Examples include Ashley Furniture HomeStores, Rooms To Go, Nebraska Furniture Mart, Ethan Allen, Haverty's, as well as mom-and-pop locations.

Gift/home accent/single-unit specialty textiles stores include businesses where gifts, home accents and/or home textiles are the total business or single largest category. Most are local or regional stores.

Home improvement centers include Home Depot, Lowe's and similar local or regional chains.

Interior designers include designers who sell home products, usually through a single operation or a design center.

Specialty stores include retailers that specialize in textiles, as well as stores that carry textiles at full price and may or may not carry housewares, small appliances, gourmet foods, apparel, jewelry and personal care items. Examples include Bed Bath & Beyond, Ikea, HomeGoods, Pier 1 Imports, Restoration Hardware and Crate & Barrel.

Other includes military exchanges, antique shops, variety stores, tradeshow, custom-made, craft/fabric stores/chains and garden stores, among others.

Warehouse clubs include Costco, Sam's Club, B's Wholesale and local and regional warehouse clubs.



The Mahal collection by **Surya** encompasses classic, machine-made rugs with a lustrous sheen on a distressed construction for a vintage effect. **Atlanta: B1, 11-A-1**



Part of the Twilight collection, **Nourison's** Twilight Ivory Blue rug features brilliant hues of orange and crimson that contrast with serene shades of blue and gray, then resolve into a center of gleaming white, all in an abstract design. **Atlanta: B1, 1-L-1 and 3-F-2; Las Vegas: C-112 and C-123**

## A Solid Foundation

Winter markets set optimistic tone for 2018 area rug business

BY CECILE B. CORRAL

**I**f 2017 was a good year for many rug companies, then 2018 they hope will be not just an improvement, but much better.

And the indicators are pointing upward as the winter market circuit kicks into gear.

"Last year was interesting. We had a new president; people were wondering what was going to happen, what would change. They didn't feel sure about what to expect in many ways," observed Satya Tiwari, president of Surya Inc. "People now have more clarity."

For Las Vegas Market, Jan. 28 to Feb. 1, the area rug category is an important component of the winter edition as well as of the industry overall, Julie Messner, vp of furniture and home décor leasing, told *HTT*.

"As interiors have transitioned to feature more hardwood and tile, and consumers are looking for more options in floor coverings, rugs will continue to be an important category in home furnishings," she elaborated.

There will be more than 50 exhibitors showcasing rugs and floor coverings at Las Vegas Market, she added, "including some of the key suppliers and everything from hand-knotted and hand-tufted to

CONTINUED ON PAGE 47



Contemporary watercolor-like florals and foliage in fresh color schemes are depicted in **Kas Rugs' Catalina** collection for a spring/summer seasonal look. **Atlanta: B1, 4-C-5; Las Vegas Market: B-175**

The Richmond collection from **Oriental Weavers** mixes traditional designs in modern colorways, including deep blues, grays and ivories. **Atlanta: Building 1, 3-A-2; Las Vegas: C-395**



collection employ a looped pile of a wool-nylon blend for a feel of a vintage rug for which it is named.

Atlanta: B1, 6-G-4

Las Vegas: A-747 and A-753

#### LOLOI

Dallas (972) 503-5656

Loloi will feature several new collections that make use of new technologies and applications.

The Patina collection is power-loomed in Turkey of polypropylene and polyester, with designs that give a nod to formal luxury while embracing today's relaxed design aesthetic. The Poccia collection pays tribute to the aged art of mosaic. Drawing inspiration from global textiles, the Tatum collection is handcrafted in India for a soft, dissolved look in each of the patterns.

Loloi is also introducing the first indoor/outdoor collections for the ED Ellen DeGeneres program. They include: Huntington, power-loomed of 100% polypropylene with yarns that are resistant to UV fading, mold and mildew; and Napa, hooked of 100% polypropylene and made with highly stain-resistant yarns that are specially treated to withstand UV fading, mold and mildew.

The company will also launch its first indoor/outdoor collection for Magnolia by Joanna Gaines, called Warwick. This grouping is power-loomed of polypropylene and features designs inspired by tribal mud cloths.

Atlanta: B1, 4-D-2 and 4-E-1

Las Vegas: B-462, B-471 and B-480

#### NATCO HOME/CENTRAL ORIENTAL

West Warwick, R.I. (800) 356-3574

New to the company's floor-covering lineup is the Sparkle Shag collection, a deep-pile shag with an 85-millimeter pile height. It is made of a soft polyester pile accented with Lurex to add subtle sheen. The collection is available in a variety of earth tone colors and is hand-tufted in China.

Also new is the New Zealand collection, which uses a tri-color yarn system made of 100% polypropylene that is cabled and heat-set, making the rugs suitable for indoor and outdoor use.

The Coors collection incorporates an ultra-soft, heat-set polypropylene fiber for the look and feel of silk.

Atlanta: B1, space 3-A-7

Las Vegas: A-452

#### NOURISON

Saddle Brook, N.J. (201) 368-6900

The Prismatic collection consists of artistic rugs in modern abstract designs with a rich palette of blues and grays. The rugs are hand-tufted of a thick wool blend pile and carved for added dimension and texture.

Also new are several design additions to the popular Twilight collection.

Atlanta: B1, 1-1L1 and 3-F2

Las Vegas: C-112 and C-123

#### ORIENTAL WEAVERS

Dalton, Ga. (706) 277-9666

The Richmond collection blends traditional designs and modern-day hues — which include deep blues, grays and ivories — and made from soft and durable polypropylene.

Atlanta: B1, 3-A2

Las Vegas: C-395

#### RIZZY HOME

Calhoun, Ga. (706) 602-8857

The company is presenting its new collection of rugs and accessories with lifestyle brand Simply Southern. It encompasses a variety of bold designs and vibrant colors and specially crafted details to appeal to customers "who are not afraid to make a statement," the company said.

Atlanta: B1, 6-C-8

Las Vegas: B-355

#### SAFAVIEH

Port Washington, N.Y. (516) 945-1900

The Illusion collection of area rugs is made using viscose yarns and finished in a distressed, vintage patina. The Crystal collection consists of transitionally styled rugs designed in brilliant colors and a distressed-finish patina, and made with a zero-pile construction.

Atlanta: B1, 5-A-2

Las Vegas: A-101

#### SURYA INC.

White, Ga. (877) 275-7847

Surya will present a new and curated assortment of accessories and rugs in Pantone's 2018 Color of the Year—Ultra Violet.

The company is also showing a variety of other new rug collections.

Classic Nouveau is hand-hooked and made of 100% wool in a traditional floral design and color palette. Mahal is a classic, machine-made collection with a lustrous sheen and distressed for a vintage look. Ethereal rugs are reversible and hand-knotted in a Soumek construction but with updated neutral, un-dyed palette. Akira is a pleated cotton velvet design in madder hue.

Atlanta: Building 1, space 11-A-1

#### TAYSE RUGS

Calhoun, Ga. (800) 768-9969

The Milan collection offers traditional and transitional designs in shades of gray, teal, red and gold. The Madison collection is a curated line displaying a mix of tradi-



Spicher and Company's Vintage Vinyl Artisanry line is inspired by the Arts and Crafts era of the late 1800s. This series shows an aged wood appearance in compositions arranged in different handcrafted styles.

Atlanta: B1, 14-E-15; Las Vegas: C-591

tional and trendy designs, with hues of blues and neutral colors.

Las Vegas: C-768

#### TRANS-OCEAN

White Plains, N.Y. (800) 733-6784

Designed by Liara Manne, the Front Porch collection features rugs that are hand-hooked with weather-resistant fiber. The collection is easy to clean and treated for added fade resistance.

Las Vegas: C-475

#### CONTINUED FROM PAGE 37

loomed rugs and shags, offering a great buying opportunity for retailers and designers shopping the category."

Rugs and floor coverings are showcased at the World Market Center in: Building A on floors 1-4 and 7-9; Building B on floors 1-4; and Building C on floors 3-5, 7, and 10-13.

Additionally, Las Vegas Market is also seeing a significant increase in temporary exhibit leasing this season, filling three pavilions with more than 500 gift and home décor exhibitors. The newly expanded exhibition space will showcase products in seven categories — including Design Home, debuting in Pavilion 2 and presenting a curated selection of 25 home décor, furniture, and textiles suppliers across 5,000 square feet. Within rugs, some of the participants include Namo Rugs and Earth Rugs.

In Atlanta, Nourison is making a new move that

the AmericasMart said is a plus for the overall home décor business.

The Saddle Brook, N.J.-based family-run area and accent rug house is opening a second location in Building 1 to showcase its high-end area rug collections, broadloom and home accents under the Mina Victory division. Adjacent to the HD Home Temporary collection, the new space will be open during markets and year-round to serve the interior design community.

This shift expands the presence of area rugs at AmericasMart beyond the category's main dedicated section, which is in Building 1 on floors 3 through 6, and overall spans more than 400,000 square feet at the market.

"Nourison's relocation to Floor 1 (in Building 1) brings home and rug product back to the lobby level," noted Chelsea Peabody Bohannon, Atlanta AmericasMart's strategic relations and media relations man-

ager. "It's going to be a great welcome for the design community who shop the markets and the open year-round showrooms."

Also new this market at AmericasMart is the relocation of the National Oriental Rug Show to a new space on Building 1, Floor 5, which "allows buyers to explore the temporary collection as they conveniently source comprehensive product collections from permanent rug and home décor showrooms," Peabody Bohannon added.

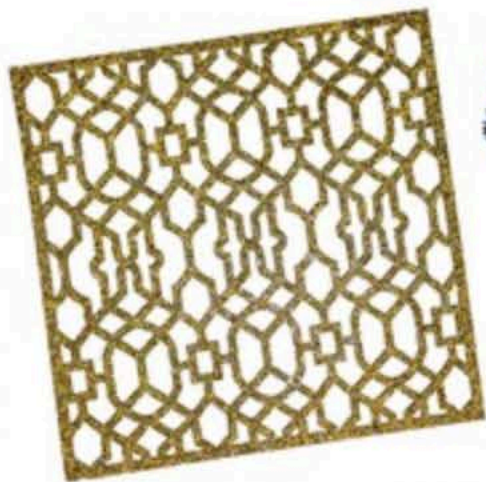
The Atlanta International Area Rug Market, which celebrates its 31st anniversary this year, is set for Jan. 10-14.

"We are consistently inspired by the innovation and imagination of our home and rug exhibitors," said Kevin Malkiewicz, vp of leasing for the permanent and temporary rug collections. "As these designers and importers continue to grow and transform their businesses, our marketplace will evolve with them." HTT

Boasting high levels of saturation and absorption rates, **Samuel Lamont & Sons'** poli-dri towels come in 12 standard colors and six jacquard prints. Las Vegas: C-1102



The Zen Sit Signature collection by **Siscovers** is a part of the company's Exotic Places and reflects the balance, harmony and relaxation inspired by an ancient Japanese garden. Las Vegas: B-1012



The Laser Cut Luminous collection of placemats by **Sparkles Home** is bedecked with thousands of tiny rhinestones attached to a protective rubber sheet and then laser cut into an intricate design. They are available in gold, silver and black. Las Vegas: P1, 2089

The Assos Turkish towel from **Ark of Crafts** comes in hand-loomed cotton and is finished with a fringe that is hand-tied by weavers from Turkey's Deniz region. Las Vegas: P1, 4159-4



**Rizzy Home** is showing its line of accessories and matching accent rugs with lifestyle brand Simply Southern. Novelty patterns are relayed in soft and casual palettes and crafty constructions. Atlanta: B1, 6-C-8  
Las Vegas: B-355



The Pom Pom cotton lumbar pillow, which measures 12-by-32-inches, is part of **Bloomingville's** latest embellished dec pillows offering. Atlanta: B2, 10-1087B  
Las Vegas: C-696 (Ivystone showroom)  
NY Now: 2902



Accessories abound at **Surya**, with several new introductions showing this season. The Zagros cushion is hand-crafted in a Southwestern design with traditional kilim patterns and vibrant colors. Atlanta: B1, 11-A-1



Available in two sizes and five colors, the Canvas Sitting Planters from **Good Company Wares** can be used as accent pieces in any room of the house. Las Vegas: P1, 4027