

# Furniture Today

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Business Intelligence for the Furniture Industry

[FurnitureToday.com](http://FurnitureToday.com)

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## Lighter scale

Visual, physical scale play growing role in upholstery design

08



## Bedding outlook

High-end beds, 'cool' hybrids take center stage headed into fall

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## Top of bed

Casper brings out new line of sheets, quilts and coverlets

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### Inside This Issue

#### Eclipse winning with multi-brand strategy

Bedding producer offers six distinct bedding brands to its retailers, an unusual strategy the company says retailers are embracing. **02**

#### CEO leaves post at Top 100 retailer

Furniture industry veteran Lee Goodman has left the CEO post at Walker Furniture after a short stay. **02**

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### By the numbers ...

Stationary upholstery was purchased more than motion upholstery in the past 2 years.

**55%**  
stationary

Source: FMB Strategic Insights

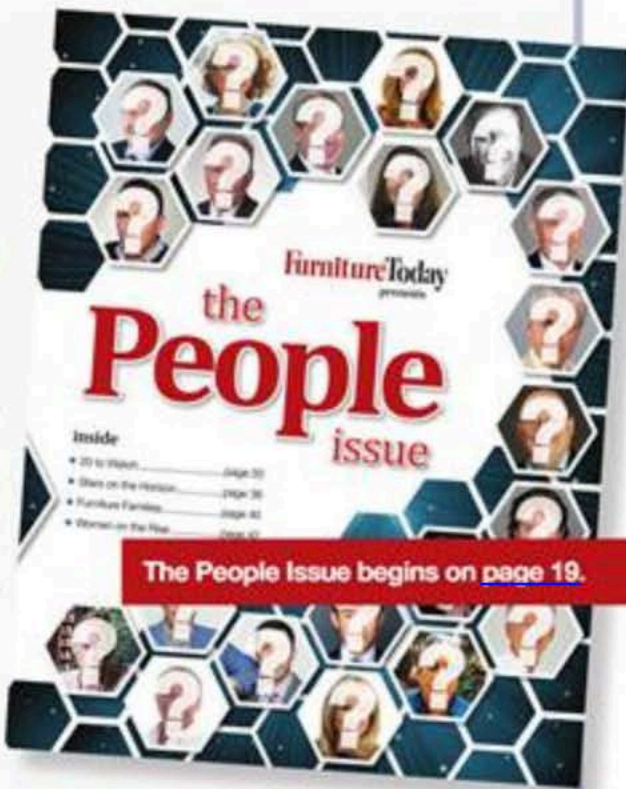
The furniture industry is one powered by its people, building on their creativity, inspiration and, at times, quirky genius. From the C-suite to the selling floor, it is the people who most often determine companies' success or failure, so ...

## Furniture Today has created The People Issue, highlighting some of those who give this industry its unique flavor.

Inside this section is a 20 to Watch list of individuals uniquely positioned to shape their companies and the industry. And we asked them for their recommendations on the emerging and newly established leaders they want to watch as well.

We've also put together a list of Women on the Rise, reflecting the growing leadership and perspective of more women than ever before. And this issue would not be complete without a look at the role of families.

We hope you enjoy The People Issue, even while we know that there will be much discussion about who else should be included, which is why we are already looking forward to next year.



The People Issue begins on page 19.

## SSB, Tuft & Needle set merger in motion

By David Perry  
Executive Editor  
@DT\_Perry

ATLANTA—Serta Simmons Bedding and Tuft & Needle have entered into a definitive agreement to merge the companies and create what they said will be "the No. 1 customer-centric house of brands" in the bedding industry.

Terms of the deal were not disclosed. The transac-

tion is expected to close in the next 60 days.

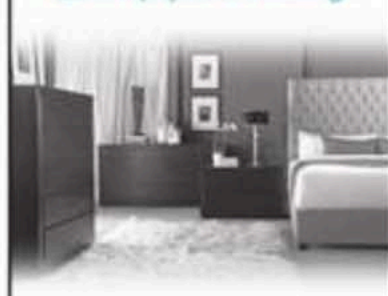
The transaction brings together the largest manufacturer, marketer and distributor of mattresses in the world with the original mattress market disruptor and one of the nation's leading direct-to-consumer sleep product companies, officials said.

Analysts predict that other bedding companies might make similar moves.

Through the merger with T&N, SSB will strengthen its market leadership position and expand its offering in the direct-to-consumer segment. The combined company will offer innovative product lines, enhanced services and better value to consumers, while accelerating Tuft & Needle's trajectory as a leading

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# 20 to Watch

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**Adi Tatarko**  
Houzz

**H**ouzz co-founder and CEO Adi Tatarko and her partner, president, co-founder — and husband — Alon Cohen, should continue shaking things up with their unique approach to integrating consumer interest in improving their homes with a platform for distributing home goods and services.

Houzz is an online community that brings together designers, contractors, home furnishings suppliers and, most importantly, consumers eager to redecorate their homes.

As of the end of 2017, Houzz offered more than 10 million products available for purchase from more than 20,000 sellers and was serving more than 40 million unique users each month since its beta launch in 2014.

Houzz's innovations in augmented and virtual reality technologies earned the company the second spot on Fast Company's 2018 List of the World's Top 10 Most Innovative Companies for AR and VR.

Fast Company praised Houzz' View My Room 3D tool, which after launching in May 2017 had more than 1 million viewers by year's end, for "allowing users to see what furniture will look (like) in their living rooms." The tool is accessible within Houzz' app for iOS and Android devices. According to Houzz, shoppers who use it are 11 times more likely to make a purchase.

In addition to more than 40 million U.S. users, the Houzz community is spreading internationally as well with 14 localized platforms the United Kingdom,

Australia, France, Germany, Russia, Japan, Italy, Spain, Denmark, Sweden, Ireland, Singapore, New Zealand and India at the end of 2017.

Tatarko and Cohen have come a long way since Houzz evolved out of their efforts to remodel their home. After they started the project the way many people do — with a tall stack of magazines and referrals for home professionals from people they knew — they felt stuck.

From solving their own problem, the couple went on to build Houzz into an online community where users generate ideas among one another by placing and browsing home photographs; find the right design and construction professionals; and share experiences on home remodeling and renovation.

Look for Houzz to continue finding innovative ways to build an excited community of potential shoppers for home furnishings, services and products related to the home.

— Powell Slaughter, Senior Editor



**Satya Tiwari**  
Surya

**A**nyone who's been to High Point Market knows Surya. Whether it's from the ubiquitous plane circling over the city with a Surya banner or from the company's bustling showroom that seems to add new product categories almost every market.

It would be easy to forget, looking at the company's current 60,000-plus-SKU assortment, how far and how fast Surya has grown under dynamic young President Satya Tiwari. At the time he joined the company in 2004, Surya was a rug company with annual sales of \$2.7 million.

Appointed to the president's position in 2006, Tiwari has dramatically expanded the company's product portfolio by adding lighting, décor, accessories and more, and he just as dramatically has grown the company's sales, which are anticipated to reach \$150 million by the end of this year.

In 2017, Satya, the son of company founder Surya Tiwari, was named Ernst

& Young's Entrepreneur of the Year in the Southeast Region. And after leading the company to such dramatic growth and seeing it named as one of Inc. magazine's fastest-growing privately held American companies for six years in a row, it's easy to see why.

But achieving such recognition and even hitting such financial milestones are less a goal than a byproduct of the company's customer-centric business philosophy.

"Our mission statement is simple, we want to be the most customer-centric, we want to bring the best product, and we want to simplify the experience," Satya Tiwari told Furniture Today.

It is that focus on serving the changing needs of its evolving customer base that has led the company into so many new product categories and will see it enter a new segment — accent furniture — in the near future.

"We want to be the premier resource in the home furnishings industry, and our definition of what that means expands every year," said Tiwari. "Before, we primarily looked at furniture stores; then it was designers and e-commerce. Where we go next depends on where we can add value, where we can identify gaps in the market and leverage our design and marketing capabilities."

As the company's product portfolio has expanded, so has its marketing toolbox,

which now includes comprehensive style and trend guides aimed at providing merchandising solutions to its rapidly growing customer base. Rather than using its showrooms only to show product the company, at recent markets, has developed fully merchandised trend and lifestyle displays that enable its retail and design customers to quickly and easily identify emerging trends then select the appropriate offering from the company's ever-expanding product assortment.

And while Tiwari has a broad long-term vision and has set, in his words, "audacious goals" for the company, he stressed the importance of remaining flexible in a rapidly changing marketplace.

"We never want to lose the pulse of the market," said Tiwari. "There is no perfect strategy. The ecosystem is always changing. Five years ago, Wayfair was not as dominant as it is today. What Amazon does is going to change. What Ashley does is going to change. We have to adapt to that."

In the near term, that likely means an entry into the rapidly growing accent furniture category. And while the company has made no formal announcements, Tiwari told Furniture Today, "That's the next big blank space we want to attack. The potential is huge."

If past history is any guide, the company will have something to show sooner rather than later.

— Bill McLoughlin, Editor in Chief

“We never want to lose the pulse of the market. There is no perfect strategy. The ecosystem is always changing.”  
— Satya Tiwari  
Surya



SURYA CELEBRATES THE

# TOP 20 TO WATCH

Let's continue to push the boundaries  
of possibility with passion, dedication  
and bold leadership.

KEITH KORNG, CITY FURNITURE | STEVE STAGNER, MATTRESS FIRM | RON BORE, ART VAN | JM MORGUALE, GALLERY FURNITURE | MARTA BENSON, POTTERY BARN | ARI TATARNO, HOLZZ  
PHILIP KRIM, CASPER | JONATHAN AND DREW SCOTT | BOBBY BERK | MICHAEL AMN, ACO | TODD WANEK, ASHLEY FURNITURE INDUSTRIES | SCOTT THOMPSON, TEMPUR SEALY | BOB DAYLOND, ADO  
TERRI LEE ROGERS, CIV LEE | SATYA THARI, SURYA | MARK FENG, MARKOR | GUY RAY, MANWAH | LORRI KELLEY, BCI | MICHAEL TRALB, SERTA SIMONS | KAREL CZANCERNA, FLEXSTEL

