

hat



NOVEMBER 2019

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FULL CIRCLE

*Fall fashion revisits
an earlier era*

RUG REPORT

New initiatives, intros

BEST OF MARKET

Hot High Point picks



Light cascades from Swarovski crystals with LED technology in **Hubbardton Forge's** Rain pendants.



Hudson Valley Lighting's Jervis LED fixture is available as a wall sconce or a pendant.



Surya's Jace lamps, available as floor and desk models, can be adjusted to various heights.



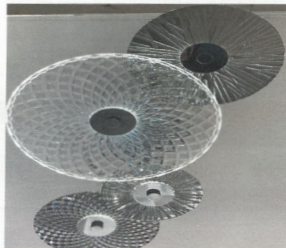
The Rhea lamp from **Lite Source**, available as a table lamp or floor lamp, presents an arcing pair of LED parabolas.

BY THOMAS LESTER

Last month in High Point, lighting took center stage with numerous introductions and showroom appearances by celebrity designers. Also in the market limelight: Several vendors took the opportunity to showcase products with features such as USB ports, charging stations, adjustable positioning and LED technology advancements, proving that there's more to today's lighting than just light.



The Belterra chandelier from **Tech Lighting** uses LED to illuminate lotus blossom-inspired "petals."



The LED-lit Dream Catcher from **ELK Home** is available as a pendant, sconce or a flush mount.



Crestfield Cove, from **Kathy Ireland's** collection for **Pacific Coast Lighting**, includes a USB port.



The pad on the base of this task light from **Sagebrook Home** directly charges phones and other mobile devices.

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collection caterers to them and their clients' needs."

Also expanding its custom rug services is **Jaipur Living**, a move the company made to reach a new goal.

"We plan to double our designer business in the next two years," CEO Asha Chaudhary told HAT. "And custom rugs are part of that strategy."

She said today's discerning shoppers are seeking more handmade, artisan-crafted products, "different from the inexpensive products

"We were getting more and more requests for one-of-a-kinds from our designer customers, so we made sure to bring a strong assortment (to market). We already have longtime, established relationships with many sources, so these rugs are an easy add-on for us." — Satya Tiwari, president, Surya

sold online. They want rugs that are unique, special, artisanal."

With custom rugs as part of its offering for years, **Surya** has deepened its bespoke investments via the launch of its first curated line of one-of-a-kind vintage rugs. The first batch hails from Turkey and spans 50- to 100+-year-old antique pieces. The company started with about 300 such items in stock and plans to quickly boost that total with more varieties from sources in other countries.

"We were getting more and more requests for one-of-a-kinds from our designer customers, so we made sure to bring a strong

assortment (to market)," President Satya Tiwari said. "We already have longtime, established relationships with many sources, so these rugs are an easy add-on for us."

Industry giants **Karastan** and **Oriental Weavers** (OW), known for their program rug lines, are scouting new niches to compete in the interior designer customer arena, too.

"The designer business is definitely of interest to us, and we're finding better opportunities for us to move into that segment of the market," OW President Jonathan Witt told HAT. "We

have started introducing some higher-end products on both the handmade and machine-made sides to become more attractive to designers."

The marketplace is experiencing a growing shortage of handmade

product, Witt noted, as the artisan industry is challenged to replace experienced workers when younger generations opt for different trades or careers.

That shift is an advantage to OW, Witt said. The company is seeing more and more customer requests for better quality, natural fiber machine-made rugs, now that the company can provide them.

One example is the Lilihan Collection that launched this summer.

"We are constantly hearing from those retailers that the supply of quality handcrafted rugs is dwindling each year," he contin-

ued. "We see that is a real opportunity for the machine-made business in general and more specifically this collection ... We have taken the limits of the Axminster loom and stretched them beyond the engineer's imagination. While Lilihan's roots are that of a classic Axminster woven rug, we were actually able to cross-weave on an Axminster loom for the very first time."

With innovations like this, OW is equipped to pursue new business with smaller-scale, mom-and-pop specialty stores, "where so much designer business is getting done," Witt said.

Karastan is also looking to get into that action. Mike Riley, who joined Karastan in mid-October under the newly created title of general manager, has already "hit the ground running," noted company President Rocky Casteel, and is looking for ways to elevate and diversify the 90+-year-old upstairs brand.

"We are looking at adding various handmade constructions, expanding Karastan's offering at the upper level price points with new kinds of products," Riley explained. "And designers and decorators are part of that effort."

Under his leadership and new strategy, Karastan will be seeking placements with untapped retail customers, like higher-end furniture and area rug stores that offer design services as well as designer/decorator showrooms and other to-the-trade businesses.

"At that level, you're talking about a totally different inventory model," he said. "We're working on a lot of things to prepare for that customer." ■



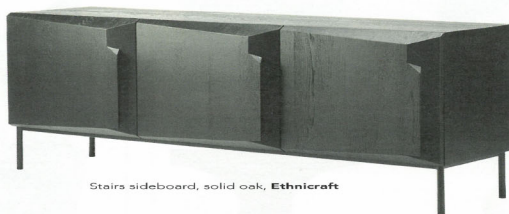
Less than two years after entering the rug category, **Lili Alessandra** launched a customizable area rug collection.



The Lilihan Collection pushed the limits of **Oriental Weavers'** Axminster loom to allow cross-weaving for the first time.



Surya introduced a collection of one-of-a-kind rugs at High Point Market.



Stairs sideboard, solid oak, **Ethnicraft**



Dunne pendant, iron and linen,
ED Ellen DeGeneres crafted by
Generation Lighting



Utilitarian chic borrows from an army of ancestral garments including industrial and military wear. Power plays of hardware, side stripes, shiny leather and cross-body trim promote strength, confidence and practicality.

Peacoats and cargo pants, crisp uniform cuts, bomber jackets and combat boots service the functional, pared-back lifestyle of both sup-

porter and protestor. Mechanics overalls, a la "Rosie the Riveter," arrive at the front line as the ultimate power suit for turning daytime multitasking warriors into after-dark peaceniks.

Similarly, unpretentious furnishings, subconscious symbolism, and durable greens and browns share the ranks with power-statement posturing and government-office modernism. Tough elegance.

THE LOOK

Emma Thompson on "Late Night with Seth Meyers," Oct. 30, 2019

THE ELEMENTS

Heavy wool, heavy metal, pockets, hooks, insignia jewelry

THE COLORS

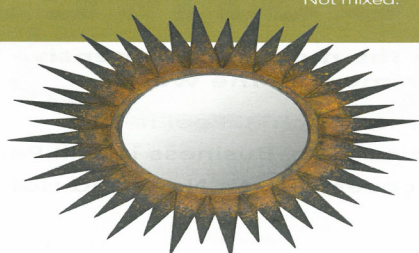
Olive, navy, black, brown, brown, brown

THE EDIT

Full dress OR fatigues. Not mixed.



Fred chair, **Fritz Hansen** and **Jaime Hayon**



Flare iron mirror, **Surya**

Organic Chemistry

Organic compositions mix with basic elements to form a perfect state of elegance and utility.



Caba Caba floor lamp,
Martyn Lawrence Bullard
for Corbett Lighting



Aurelia velvet barrel
chair, hammered iron
frame, **Classic Home**



Emily ceramic vases,
outdoor-safe, **Surya**