

Home Furnishings Business®

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STRATEGY FOR THE FURNITURE INDUSTRY

**ADVERTISING—
HOW'S THAT WORKING
FOR YOU?**

A large billboard stands in a grassy field under a blue sky with scattered clouds. The billboard is white with bold, magenta-colored text. The text reads: 'ADVERTISING—HOW'S THAT WORKING FOR YOU?'. The billboard is supported by a metal pole and structure.

**Style Directions:
Petal Power**

**What Sells:
Rug of War**



Harbor by KAS

The Harbor rug is a best seller with bright, fun and energetic colors that liven up any space indoors or out. The collection is hand-hooked in China of UV-treated polypropylene. MSRP for a 5' x 7'6" is \$460.

Rug of War

BY ALANA HERRERA

Rugs: stage setters, showstoppers, and unifiers all at once. Without a rug, a room can look like a collection of furniture odds and ends. Adding or updating a rug will make a space feel more defined by providing texture, pattern, and harmony between the other design elements of the room.

Based on a FurnitureCore, Inc. industry model developed by Impact Consulting Services, parent company to *Home Furnishings Business*, an unsurprising majority (85%) of consumers reported purchasing furniture and then a rug to pull the room together. Only 13% of consumers purchased a rug before purchasing furniture, and a meager 2% reported purchasing furniture and rugs at the same time. Consumers are clearly looking for pieces that will complete their design style through rug purchases.

With new product introduction cycles every season, rug manufacturers are pressed for fresh designs and methods to keep pace with the ever-evolving nature of consumer tastes and trending styles. They must remain relevant through brand building and by keeping the end goal in mind—the consumer who will place their product proudly in their home—all while guaranteeing quality products that can stand the test of time. According to Satya Tiwari, president of Surya, “Design-

ing and bringing top selling rugs to market in a variety of styles and price points is the ethos of our business. Retailers are working with a wide variety of customer types and have to be able to satisfy all of their needs. We keep our edge and ability to bring top sellers to market



Tiwari

by immersing ourselves in the design world at large, working side by side with our customers and analyzing our expansive internal data sources.”

But what exactly are these consumers searching for? Like all savvy consumers, they are looking for items that stand the test of time with versatility, quality, and most important, utility. According to Moe Samieian Jr. of Moe's Home Collection, they create products for the person who wants to integrate luxury and utility. Speaking of his company's Charleston rug he said, “The great thing about this rug is its change in texture. We love rugs that are made to last and can easily hide a stain. This rug does just that while seamlessly pairing with many of our favourite designs.”

Drilling down further into consumer tastes, the FurnitureCore study analyzed consumer preferences in color, design, and material composition. 51% of con-