

... EVENTS CONTINUED

'THIRD NIGHT' RETURNS TO HAMILTON WRENN



The Hamilton Wrenn Design District will hold a repeat of its successful Third Night gala at the Fall High Point Market from 4 to 7 p.m. Monday. The event, launched in April, was sponsored by the High Point Market Au-thority. Now, the member showrooms of the Hamilton Wenn Design District Association will sponsor Third Night, which offers food, drink, entertainment and special giveaways to market guests. Its board of directors voted at a recent meeting to hold the celebration on the Monday of every High Point Market.

- 2-3 p.m. Breaking Through the Roadblocks: Overcoming Difficulties of Running a Design Firm. Gall Doby offers actionable advice. The Point
- 2-3 p.m. Social Media Mavens Top Tips for Social Media Success. Adam Japko talks with designers Shayla Copes, Natalie Reddell and Lori Paranjape about social media trends. Uni versal Furniture, 101 S. Hamilton St.
- 2-4 p.m. Book Signing, Jeffrey Dungan, "The Nature of Home: Creating Timeless Houses." Currey & Company, IHFC M110
- 3-4:30 p.m. Keynote Series: The Future of Retail Via the Customer Experience. Doug Stephens explains remarkable customer experiences and how retailers can deliver connected shopping experiences — online or in store. High Point Theatre
- 3-4 p.m. Luxury Comes Home: Global Design in a Modern World. Cynthia Spence and designers Patrick Sutton and Sandra Espinet talk about the role resorts and hotels play in today's global landscape. Burton James, 310 N. Hamilton St. Floor 1
- 3-5 p.m. Howard Elliott Cocktail Party. Showroom tours, handcrafted cocktails and artisan hors d'oeuvres by Southern Roots, Howard Elliott, THEC H224
- 3-5 p.m. Debuting the Denise Mc-Gaha Collection for Currey & Company. McGaha showcases her new collection of lighting and furniture. IHFC M110
- 3-5 p.m. Crypton Pooch Pop-Up. Snap a pic with these comfort dogs and post to social media with the hashtag #cryptonpoochpopup and Crypton will make a donation to Elite Canines Comfort Dogs. The Point
- 3:30-4:30 p.m. Luxe DIY Craft Hour with The Trim Queen, Jana Platina Phipps discusses the evolution of

- trimmings and shows attendees how to make a personal passementerie, tassel or pompom. The Point
- 3:30-4:30 p.m. Inside the Designer's Studio with Madcap Cottage, Jason Oliver Nixon and John Loecke discuss designer-focused topics and share insights from their lives. Moderated by Stacy Kunstel, First 30 attendees receive a copy of their book, "Prints Charming," SAMS T1014
- 4:30-5:30 p.m. Meet & Greet Book Signing with Madcap Cottage. John Loecke and Jason Oliver Nixon sign copies of their book. Momenl, IHFC
- 5 p.m.-midnight. Home TV Celebrity Reunion and Fall Celebration. osted by Design Talk Live. Surya, SP 4100
- 5-7 p.m. Interior Design Society Membership Mixer, Complimentary drinks and hors d'oeuvres. The Point
- 5:30-10:30 p.m. American Home Furnishings Hall of Fame Induction Ceremony. Tickets at leadwithvision2018. com. Sheratori Greensboro at Four Seasons, 3121 W. Gate City Blvd.
- 7-9 p.m. Stars Under the Stars, featuring George Thorogood & The Destroyers. Center Stage at the Transportation Terminal

MONDAY, OCT 15

- 10-11 a.m. Performance Fabrics Playground, An assortment of stain-creating scenarios and discussion about the processes and innovative technologies used to develop these fabrics with members of the international Textiles Alliance. The Point
- 10-11 a.m. Sherwin-Williams Colormix Forecast 2019 CEU Course, Universal Furniture, 101 S. Hamilton St.
- 10-11 a.m. How to Set Client Expectations & Keep Them (And You)

- Happy. Gail Doby explains how to set boundaries and manage clients' expectations, 0.1 CEU, SAMS T1014
- 10:30 a.m.-noon. Designers Today's **Business of Interior Design Rap** Id-Fire Info Session. Led by Editor in Chief Jane Dagmi, Surya, SP 4100
- 11 a.m.-12:30 p.m. How to Adapt to a Changing Industry. Moderated by Christopher Grubb with Andrea Guardiola, Thomas Wolosik, Patti Carpenter, Bill McLoughlin, John Erdos, Barrie Livingstone and Serena Martin. Zuo, IHFC G582
- 11:30 a.m.-12:30 p.m. Sherwin-Williams Colormix Forecast 2019, 0.1 CEU. SAMS T1014
- 11:30 a.m.-12:30 p.m. SFC's Wood Furniture Scorecard lunch and panel discussion. IHFC 11th Floor Green Wing Ballroom A
- Noon-1 p.m. Design Viewpoints Series: Wellness in the Home: How to Sell Healthy Design, Sarah Walker of The Curated House with Jenni-fer Jones Condon, Blanche Garcia, Young Huh, Lisa Kahn and Richard Quellette. Boxed lunch provided. 0.1 CEU. High Point Theatre
 - 1-2 p.m. Retailer & Designer: Relationship 101. This entertaining panel of retail and design pros discusses the real-life challenges of learning to work together, what it takes to build great professional relationships and how to grow business for both parties. Join audience moderator, the Commander in Chic Natalie Reddell, and panel moderator Susan Dickenson, editor in chief of Home Accents Today, for this interactive discussion with panelists Courtney and Teddie Garrigan, of Coco & Dash and Ciao, Cocol, Claire Bell, of Claire Bell Home and Jamie Merida of Bountiful, Co-sponsored by Home Accents Today and IMC-DesignOnHPMkt. SAMS T1014
- 2-3:30 p.m. Maison et Objet Trend Report. Kelli Ellis and Patti Carpenter discuss trends and findings from the show. Sunpan Modern Home, SP 1200
- 2:30-3:30 p.m. Art Styling 101: Working with Collections and Focal Pieces. Designer tips and art selection steps followed by a Q&A segment, 0.1 CEU, SAMS T1014
- 3-4 p.m. Keynote Series Materials Matter! The Resurgence of the Physical in Our Increasingly Digital Lives. Andrew Dent, executive vice president of research and chief material scientist for Material ConneXion, examines the role materials play in

- the home. High Point Theatre
- 3-5 p.m. State of Home Design Today & Trends to Watch, Jewe Branding's flana Wilensky and Meredith Counts share trends while Hang Ten's Michael Werthwein shows new rugs. Kas Rugs, IHFC G270
- 4-7 p.m. Third Night, Events in various showrooms in the Hamilton-Wrenn Design District.
- 4-6 p.m. Norwalk & Fashion Snoops: From Culture to Product, with Jaye Anna Mize and Norwalk designer Kim Salmela, Norwalk, IHFC M108
- 5-7 p.m. Design Influencers Conference Mixer. A reunion with founder Adam Japko. The Point
- 7 p.m. ART Sowling Night. Cost is \$30 per person for bowling, food and drinks. High Point Bowling Center, 309 W. Fairfield Rd.

TUESDAY, OCT. 16

- 9-10:15 a.m. Style Spotters Live. The 2018 Style Spotters offer insigi and on-trend products, and the 2019 team will be revealed, followed by tours. IHFC Ballroom, Green Wing 11th Floor
- 9:30-10:30 a.m. 360-Degree Design Perspective - How Showroom, Retail & Residential Design Drive Innovation for One Another. Led by Barbour Spangle Design's Christi Barbour, 0.1 CEU, SAMS T1014
- 10-11 a.m. Becoming an Influencer. Roundtable discussion with Paloma Contreras, Donna Garlough and Adam Japko. The Point
- 10:30-11:30 a.m. The Guide to Area Rugs CEU. Surya's CEU course will survey uses of area rugs throughout the world and history. Surya, SP 4100
- 11-11:30 a.m. Visually Communicating Your Brand. Dena Verdesca will discuss how to make marketing materials stand out. SAMS Top Floor
- 11:15 a.m. -12:15 p.m. Lunch Bunch with Paloma Contreras, Donna Garlough and Nora Murphy. The au-thors will sign their books. The Point
- 2-3 p.m. What Now? Maximizing Your Market Momentum, Strategist Ellen Geffen, designer Lise Mende and retailer Sarah Paxton share tips for post-market. The Point

WEDNESDAY, OCT. 17

8 a.m.-1 p.m. Withit Student Mentoring Day. For students in indus-try-specific majors includes a speaker, roundtables, lunch and tours. Learn more and register at withit.org.



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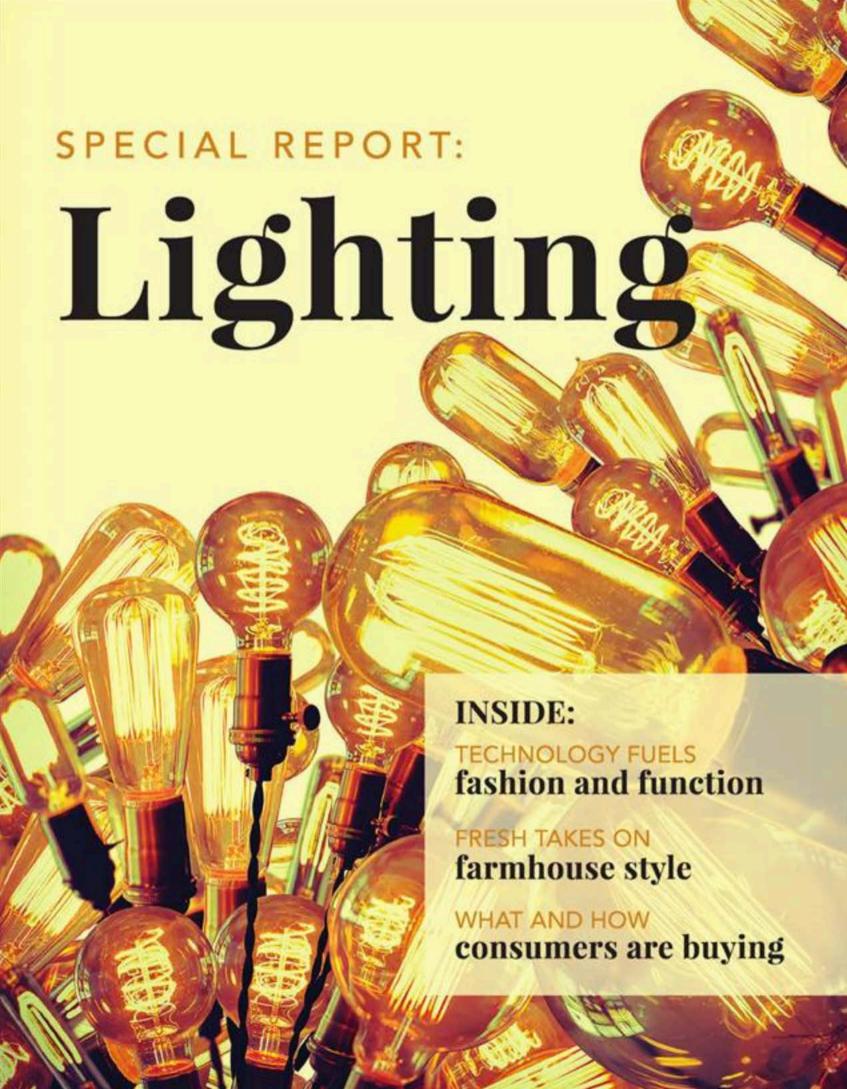
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ACCENT FURNITURE BEDDING LIGHTING PILLOWS RUGS THROWS WALL DECOR SURYA.COM



FASHION and FUNCTION

BY ANDREA LILLO

The lighting category is truly in a transformative period. Experiencing tremendous strides in technology - hello, LED and smart home - the category has expanded its functionality in the home, as well as its design range,

issuing in a new era.

And it excels on the fashion side as well, from the strong urban farmhouse and industrial looks to the fledgling outdoor category. Lighting is certainly having its moment.

"LED everything is leading the style trends," said Ken Lebersfeld, CEO, Capitol Lighting, which has lighting showrooms in New Jersey and Florida. "Product designers are finally utilizing the full capability that LED light sources offer" and are no longer trapped designing around a light source needing a glass envelope, as traditional fixtures had in the past.

"LED has made for more interesting designs," said Bemadette Campbell, national lighting manager, Ferguson, the national network of showrooms for kitchen, bath and lighting products.

The focus on LED lighting, especially in commercial applications, has helped drive down the price of the technology as well. That's starting to show up in the residential lighting market.

availability of restoration filament LED bulbs," said Bradford Smith, CEO of ELK Group International, which owns ELK Lighting and Dimond Lighting among other brands. "They appeal to both form and function while offering the same energy-saving attributes. This also plays well into more industrial and farmhouse styles that favor exposed clear bulbs. With a simple turn of the wrist, you can 'convert' your existing fixture to LED."

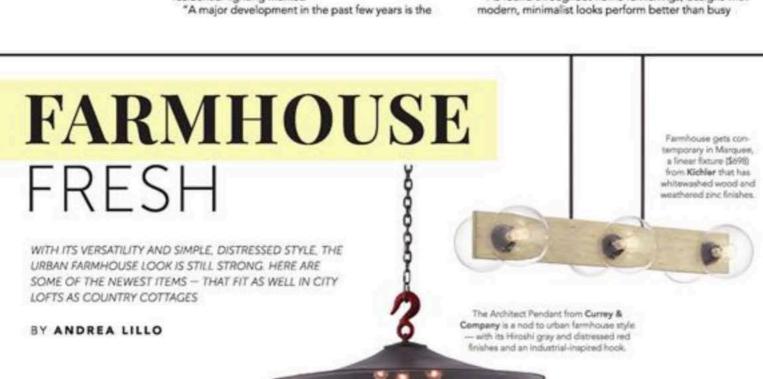
Smith said the variety in LED bulbs has driven new styles where the bulb is "part of the design - even a focal point — as opposed to just being a source of

Even ceiling fans - formerly "not-so-attractive" devices - have been given new life by both LED and smart controls, Campbell added. LED technology allows for beautiful design, while smart controls make them "appealing to today's savvy, tech-driven millennials."

Besides being tech friendly, however, millennials are also budget conscious, and that's played into purchase considerations. "Budgets for lighting are tighter than ever as many consumers, especially millennials, are more transient and not willing to invest heavily in trend-driven decorative items," said Campbell.

MODERN MARVELS

As found throughout home furnishings, designs with



ELK Lighting

"WE FOCUS ON

THREE MAIN STYLES -

MODERN, INDUSTRIAL

MODERN. THESE STYLES

HAVE BEEN CUSTOMER

AND SHOW NO SIGN OF

FAVORITES FOR YEARS

SLOWING DOWN."

- Lee Smith, LumiSource

AND MIDCENTURY

ones. "Simple, clean-line products seem to appeal to many consumers," said Marty Bursky, owner of lighting showroom Cleveland Lighting. Like others, he sees rustic, farmhouse and industrial designs, along with reclaimed wood and filament bulbs, as among the hot categories for consumers.

Campbell noted that the dominant midcentury style now incorporates a Scandinavian influence. "This is a lifestyle design that appeals to all ages with its clean lines, uncluttered shapes and comfortable materials."

At Wayfair, fixtures - specifically chandeliers, pendants and ceiling fans - have sparked growth, said Allison McPartland, category manager, lighting. "This is driven by the fact that lighting offers consumers a guick and relatively inexpensive way to transform their space"- both indoors and out.

Furniture and lighting manufacturer LumiSource also recognizes that fixtures with a wow factor are big sellers.

*Our main focus is statement lighting - fixtures that are focal points of home décor instead of traditional accent pieces," said Steve Lee, president of LumiSource, "We focus on three main styles - modern, industrial and midcentury modern. These styles have been customer favorites for years now and show no

sign of slowing down."

Modern industrial and Scandinavian-style table lamps are propelling lighting sales forward, while task and floor lamps are emerging categories for Surya, said Jeni Canaan, vice president of merchandising and product development.

In terms of materials, concrete, sandplasted and

colored glass and wood are strong in the portable arena, and mixed metals and materials, including wood, jute, glass and marble, rank high in ceiling lighting, she added.

Warm, metal tones are trending, added Bursky. including aged and burnished brass finishes, along with mixed metals - bronze and satin brass, black and

Some consumers are craving lighter finishes. Jeff Dross, corporate director of education and industry trends for Kichler Lighting, sees finishes getting lighter, as consumers want to replace darker ones, such as the oil rubbed bronze that has been popular for a decade. Vintage industrial, linear pendants and chandeliers and larger product overall are also trending, he said.

Patrice Auerbach, vice president of marketing and visual design at lighting and furnishings showroom Elements at Home, agreed: "Consumers are shifting towards largerscale items. Previously, a consumer may have put in three small pendants over a kitchen island, but now they want two large pendants instead," she said. "People also want bigger impact in their foyers. They want a 'wow' statement for entry halls, dining rooms and kitchens."

Another room of note is the outdoor one, as more consumers are decorating their outdoor spaces. "Today's outdoor enthusiasts want to have the same beautiful and techno-adaptable designs outside as they do inside their homes," said Campbell. "We're seeing some manufacturers addressing this need, but the demand still outweighs our options for affordable, innovative designs."

Portable outdoor lamps "have been around for years," said Fred Truong, lighting category manager, Houzz, the website and online community for decorating. "But we're seeing a particular demand for durable and stylistic lamps that charge via solar power, so you can leave them outdoors and not worry about them running out of power."

FARMHOUSE FRESH

Damp-rated for covered outdoor areas. the Allier chandelier (\$659) by Felss features a warm, weathered ook finish.





With a faux wood finish, the Woodhaven fixture (\$56V) from Quolzel has a rustic style all its own.

THE DIGITAL LANDSCAPE

There's no mistaking that more consumers are shopping online, causing brick-and-mortar-only retailers to up their in-store strategy and online ones to address delivery and return issues.

"As a brick-and-mortar showroom, we have to be competitive to close the sale," said Auerbach, and it will match the price of any online item. Online purchasing has its own set of issues, she said, as "a chandelier may look one way in an image online and be completely different when [consumers] receive it," and that could result in costly returns and re-stocking fees. "Our customers want to see and touch the merchandise. They want to be educated by knowledgeable sales associates who can guide them properly."

Due to the online environment, consumers now expect to have every product available to them and have it delivered quickly, said Lebersfeld. "This requires quick-ship inventory and single-item freight shipments. Consumers are also expecting to return anything they don't like for any reason ... All of these add significant costs to the retailer and vendor. The retailer cannot pass these costs on to the consumer so this adds to expenses and reduces gross profit."

E-commerce shopping has improved, as retailers have incorporated new technology to better the consumers' experience. "Through 3-D visualization, augmented reality and our recently launched Design Services (an e-design platform that connects interior designers with Wayfair shoppers), customers can now visualize products in their space, removing traditional pain points of purchasing fectures online," said McPartland of Wayfair.

The addition of video, detailed photography and 3-D renderings "gives customers the comfort and confidence in their product selections without requiring an in-person interaction with the lights," added Surya's Canaan.

Houzz offers consumers such tools as View in My Room 3D, a feature on its smart phone app that helps them

visualize lighting in their own homes before they buy, said Truong.

The proposed Chinese tariffs - which will affect many categories in home furnishings - are also top of mind for many companies.

The American Lighting Association spoke against the tariffs last month, as it delivered testimony to the Office of the U.S. Trade Representative's public hearings on them. "Allowing the proposed tariffs on lighting products to take effect would stifle the industry's bright future and efforts to be more innovative," particularly

as the industry was spurred to innovate with LED after the economic downturn, Eric Jacobson, president and CEO of the American Lighting Association, said at the hearing.

"Some manufacturers are announcing fall price increases due to tariffs, but we simply don't know how this will play out," said Campbell. "As with any broad stroke price increase, we will all be affected."

Capitol's Lebersfeld, on the other hand, felt the industry could use a price increase. "The values we provide to consumers right now are excellent. A customer can buy more in my stores for their money today than 10 years ago ... If vendors could use this opportunity to build freight and returned-goods costs into the wholesale cost, it would greatly increase the health of our industry" and allow retailers to invest in their showrooms and customer experiences.

What ever happens, it's clear that change is coming, and both retailers and vendors have to embrace it.

"LED is not going away. Controls are not going away. A younger buyer will expect much more technology than the retiring baby boomer majority [retailers] now service," said Dross. Systems-based lighting and home automation will grow, he added. "The proactive retailer who is already hiring the right staff or educating existing personnel has a leg-up." .





Currey & Company

FARMHOUSE FRESH .







Vintage inspiration meets modern technology in Balthus (\$229-\$399), a transitional LED scance from Modern Forms.

NOT A SOFT MARKET:

Manufacturers report solid business in soft goods



Quilts, coverlets and duvets have been top-sellers for Amity Home.

BY THOMAS LESTER

They're the soft touches that add personality to a room and make the larger furniture pieces come to life.

Soft goods, be they decorative pillows, throws or top-of-bed elements, allow consumers to personalize a room with punches of color and pattern.

Additionally, they're a relatively inexpensive way to keep up with the latest trends and styles. Factor in potential tariffs on Chinese-made goods and furniture, and the lower cost of soft goods may strengthen their appeal to retailers looking for a way to increase store traffic.

According to Home Accents Today sister publication Home Textiles Today, top-of-bed sales reached \$5.065 billion in 2017 while table and kitchen linens totaled \$2.17 billion in that same year. We spoke with several manufacturers about the category's performance year to date and what they foresee in the coming months.

Comments were provided by Ben Chhabra, president of Amity Home; Sandy Chilewich, founder and creative director of Chilewich; Linda Minjares, vice president textiles and rugs for Classic Home; Shari Hammer, creative director, president and CEO of Siscovers; and Jeni Canaan, vice president of merchandising and product development for Surya.

HOW HAS THE SOFT GOODS BUSINESS BEEN FOR YOUR COMPANY THROUGH THE BULK OF 2018?

Chhabra: Business has been great for the first half of 2018 although we started to see some slowdown beginning in the second half. We just finished our [summer] markets in Dallas, Atlanta and Las Vegas, and traffic was down.

Chilewich: We are seeing a substantial increase in custom sizes, especially in our direct-to-consumer business. We have our own factory, so turnaround is fast.

Minjares: Our Villa by Classic Home pillow collection has been performing extremely well, in part due to the constant newness that we launch. We are able to design and produce quickly and we stay ahead of the trends so our customers can keep their stores fresh. Our design also keeps people intrigued. We are known for bold colors and unique embroidery techniques, a perfect example being our Levi Orange pillow — our top-seller at market.

Hammer: The high-end luxury pillow and performance fabric business is exploding across all sales channels. Highend bedding is taking off especially through our e-commerce channels. Now that consumers have the choice, they seem to be willing to spend more to get higher quality bedding products. Kids bedding is hot, too. Our Crayola Collection is quite popular. Fun, bright colored sheet sets and comforters



F. Scott Fitzgerald bedding by Siscovers is one of two major new collections for the company

are flying off the shelves.

Canaan: Surya's pillow and pouf categories remain strong. We attribute this to how well our product development team monitors, predicts and reacts to the trends over the fashion and design industries. The addition of rust, purples and mustard yellow color accents and the bohemian trend's fringe, tassels, embroidery and embellishments, for example, are in high demand and performing exceptionally well.

WHAT ARE YOU HEARING FROM YOUR RETAIL/DESIGN CUSTOMERS?

Chhabra: All our customers are very optimistic for the rest of 2018 despite weather-related issues, political climate and tariff changes. Chilewich: In general, it's a little tough out there. The marketing issues I mentioned account for some of this, but also the world is turnultuous, which affects the mood of

Minjares: Our customers our very happy with the value of our pillows. We offer designer looks and quality at affordable price points. Lately, they are also coming to us for merchandising ideas. We are very thoughtful when we place our pillows together in our showrooms and many customers are mimicking these looks in their stores.

Hammer: The small brick-and-mortar business is still sluggish but we are able to help by developing exclusive collections and a drop-ship program. Larger furniture store chains are open to spending more money on top-of-bed because their customers want more than a bed-in-a-bag experience.

Unique, customizable high-end bedding is where it is at.

Canaan: Surya's designer and retail customers have responded well to our ability to bring fashion-forward soft goods in a variety of styles at a range of price points. Customers are continuing to focus more on textile accessories as an opportunity to provide fresh updates to their assortment and to drive incremental sales and profitability.

HOW DO YOU FEEL ABOUT 2019'S PROSPECTS?

Chhabra: There are too many unknown factors. If our political climate gets better and there is no trade war, we will have a great 2019.

Chilewich: We are designing like crazy here, and at the end of the day, product rules.

We are focusing on new category launches as well as giving our international business some serious attention.

Minjares: We feel optimistic for 2019 based on our current momentum. We are creating looks with our soft goods and furniture that fit into current lifestyle trends. This makes it easy for our retailers and designers to shop all divisions and serves as a merchandising guide. We are also expanding our line and moving into the outdoor pillow category.

Hammer: We feel positive about 2019 and are unveiling two new high-end bedding brands, each with a distinct lifestyle design focus. The just-launched F. Scott Fitzgerald bedding collection reflects the Roaring '20s with a modernist deco flair. On the horizon (early 2019) is a second brand inspired by Ernest Hemingway — more masculine, rustic and adventuresome with a splash of the tropics.

For kids, we are developing the Highlights Bedding Collection to launch during the Fall High Point Market. Highlights Magazine's brand vision is to inspire the development of curious, creative, caring and confident children, so we've designed a line of interactive Hidden Picture Puzzle bedding products with washable markers. We feel that the kids of today, their parents and grandparents will respond positively to both the nostalgia and the newness of the brand.

Canaan: 2018 is laying a foundation for an exciting 2019 as we look to continue the expansion of existing categories with new introductions across our pillow, pouf, throw and bedding categories.









Product Spotlight: Soft Goods

SURYA

Liberty Pillow LTY-001

Bohemian style pillow woven in likat pattern with bright color palette and knife edge.



SURYA

Pebble Bedding PBE-1000

Aqua bedding with stitched mosaic pebble pattern made with 100% cotton.



SURYA

Ara Pillow AR-143

Globally inspired woven pillow with embroidered cool blue-grey lkat knife edged pattern.



Gaza Pillow GZA-001

Wool and catton blend pillow with multiple layers of fringe and knife edging.



SURYA

Tilda Throw TID-010

Soft, top-selling agua throw woven with 3-inch fringe detail.





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ABIGAILS abigalls.net

AICO amini.com

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FORESIDE HOME & GARDEN foresidehomeandgarden.com

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HUDSON VALLEY LIGHTING hudsonvalleylighting.hvlgroup.com

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KAS RUGS kasrugs.com

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