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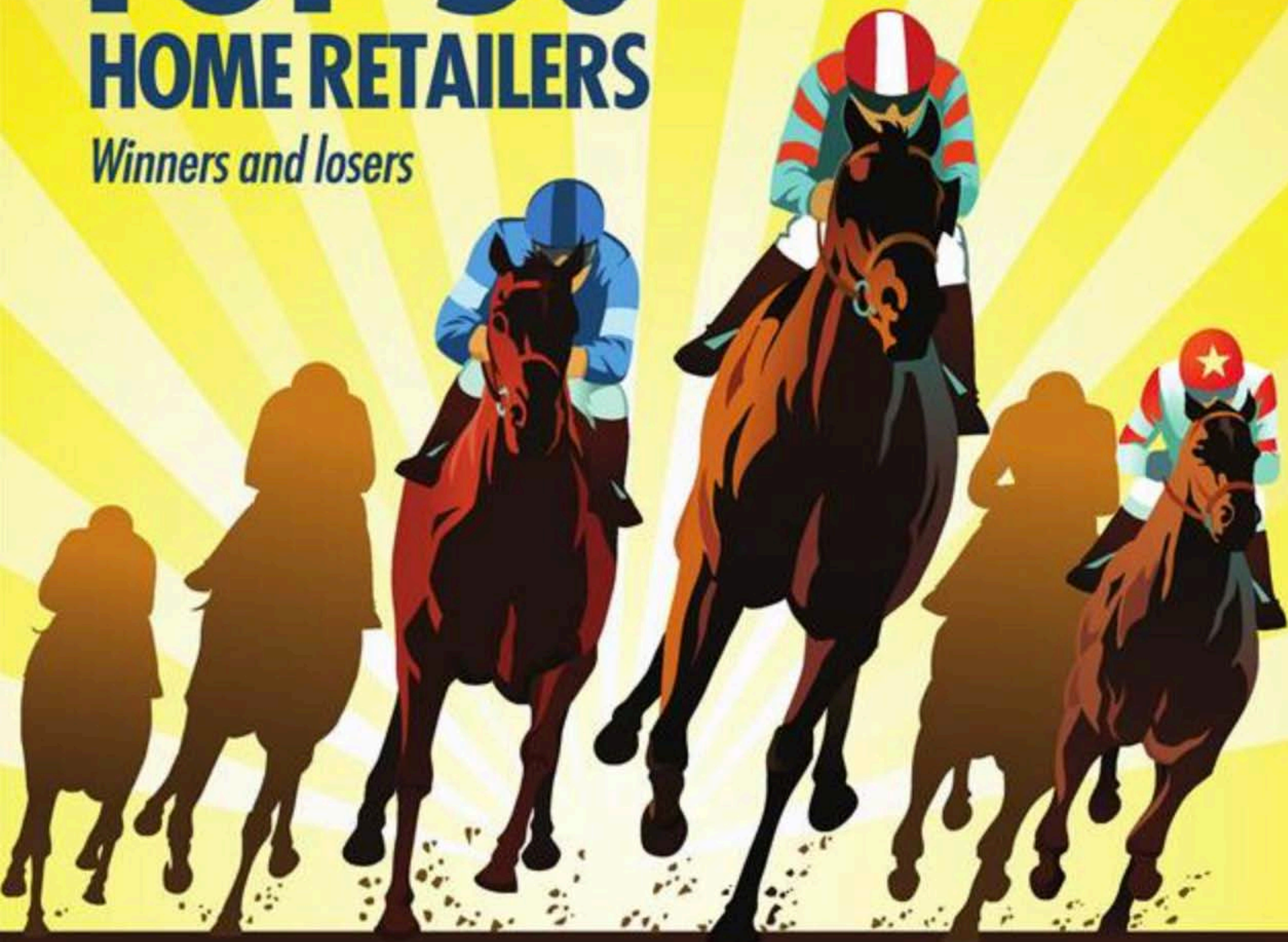
August 2018

**CAN REGISTRIES MAKE
MORE REGISTERS RING?** <
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**LAS VEGAS,
NEW YORK PREVIEWS** <
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TOP 50 HOME RETAILERS

Winners and losers



TOTAL HOME RETAIL INNOVATION & INSPIRATION

atlanta market best in show

HOME DESIGN HITS IN ATLANTA

By Jaclyn Turner and Andrea Lillo

The modern farmhouse theme, along with Art Deco and texture, remains strong in home furnishings design, as seen by the introductions at the recent Atlanta International Gift & Home Furnishings Market.

Thanks to the continuing popularity of Chip and Joanna Gaines and their Magnolia line, manufacturers continue to feed off that demand with their own collections.

Midwest CBK dedicated significant showroom space to the trend in a collection called Heartland as well as new collections with the blue and white garden-centric Chelsea Lane and urban industrial Rooftop Terrace collection featuring a water tower planter and vintage license plate memorabilia. Meanwhile Sagebrook Home's elevated farmhouse modern collections extend from earthy to coastal. The company plans to add a lighting collection at High Point Market in October.

Also in favor of the maximalist movement, new permanent showroom Boho Luxe Home emphasized its patterned peel-and-stick wallpaper and textiles available by the yard, including shibori patterns in indigo and sand and Tatami, inspired by Japanese floor mats and rice paper.

Glam and statement-making accent tables and lighting were focal points in Safavieh's new showroom, as well as EIK's and A&B Home's. This included a Vintage Glamour Wall Mirror from A&B Home that separated into a cabinet. Attention to lighting, with bulbs to create the right ambience, was constantly discussed in wall décor. Stylecraft debuted exclusive new artist Mariska Meijers of Amsterdam, known for her bright colors and bold, uplifting patterns.

Planters and vases were displayed en masse to bring nature indoors at Sagebrook Home, Midwest CBK and A&B Home. There were a slew of lazy Susans and trays for entertaining such as a wooden one for cheese with chalkboard edges to label the varieties by Toscana, a Picnic Time brand, a raw-edged marble and iron one from Mud Pie and the hand-crafted mango wood lazy Susans and trays from Midwest CBK inset with metal. Enamelled and galvanized metals were also popular finishes.

Popular product textures included hammered and mixed metals and laser-cut details. Black and gold as well as blue and white were recurring color combinations. Black was often featured in lacquered wood such as a new finish of cutting boards by Eki Home or serveware from Georg Jensen mixed with stainless steel.

"Everything is about texture," said Cameron Capel, vice president of national accounts, Capel. The rug company unveiled Dara, a Scandinavian-influenced handwoven wool design with a macramé look. Woodbridge is a new braided pattern that consists of different sizes and colors of braids for added depth.

Among Loloi's introductions were Khalid, a handmade Moroccan look combining shag with flat pile, and Sienna, a viscose and acrylic offering that has high/low designs and a soft hand. At Momeni, Fez was a shag group made in Israel of polypropylene and polyester with subtle Moroccan designs, and Harlow, a viscose and chenille look with versatile looks made in Belgium.

At Surya, new rug collections included Kilim and Aisha, both machine-made in Turkey, as well as Herkimer, a hand-knotted group from India that has a pixelated effect and is offered in both cool and warm colors. Breeze is a new indoor/outdoor rug group that illustrates the current trend tuning away from bright colors to more muted ones in the outdoor category.



Mohawk Home's Karastan division debuted Revelry, which mixed a beefy cable yarn with a thinner SmartStrand yarn, as well as Meraki, a Boho-leaning collection of marloux patterns with modern colors and made of Mohawk's Everstrand yarn. At Las Vegas Market, Karastan will debut its new rug collection with the popular designers Jonathan and Drew Scott.

Amer Rugs debuted 13 collections, including Venice, a two-million-pair acrylic and viscose group out of Turkey in abstract designs; Eternal, which consists of distressed traditional designs of polypropylene that have the weft exposed; and Denver, a new Moroccan shag of polyester and polypropylene out of Turkey.

Safavieh showcased its new contemporary Eclipse collection, a power-loomed viscose and synthetic rug line with beige, light gray and blue coloring. Designs fea

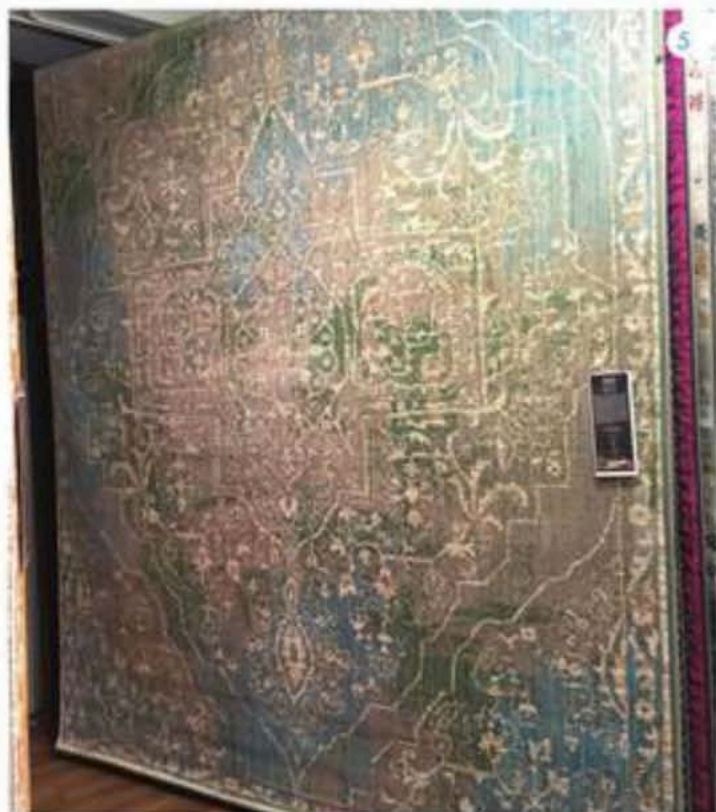


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- 1 Surya's handknotted Herkimer rug collection has a pixelated effect.
- 2 Black and gold planters on display at Sagebrook Home
- 3 Entryways' new sister division, Divine Home, brings decorative pillows into the mix.
- 4 An enamel pitcher fountain from Midwest CBK highlights the farmhouse trend.
- 5 Karastan's Meraki rug collection is named for the Greek word meaning to do something with passion.



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tured abstract brushstrokes and delicate lace motifs. The company also displayed a selection of glam lamps and dressers such as the sumptuous Farah Leather Dresser with a leather crocodile finish and sturdy black nickel steel handles.

Natural materials and looks dominated Jaipur's new rug collections, including its Natural Bermuda made of 80 percent jute and 20 percent cotton in seven colorways. The power-loomed Greyson collection made of 100 percent viscose features geometric and tribal designs in neutral colorways.

Oriental Weavers introduced five machine-made rug collections and one hand-loomed high-low viscose line from India called Formations, which features organic and abstract designs. In the machine-made category, the Toscana collection, made in America, was a "more authentic take on the bohemian trend," the company said, with vintage charm. The striking indoor/outdoor Latitude collection offers traditional designs inspired by tiles and medallions and simple geometrics.

Doormat company Entryways unveiled its newly purchased sister division, called Divine Home. While its outdoor pillows complemented Entryways' doormats, Divine Home also has other categories, such as indoor pillows and holiday items.

Sourcing for the first time out of Nepal, Harounian offered a custom rug program that consists of 25 designs, for which more than 300 colors are available. €

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