

SEPTEMBER 10, 2018

Home Textiles Today

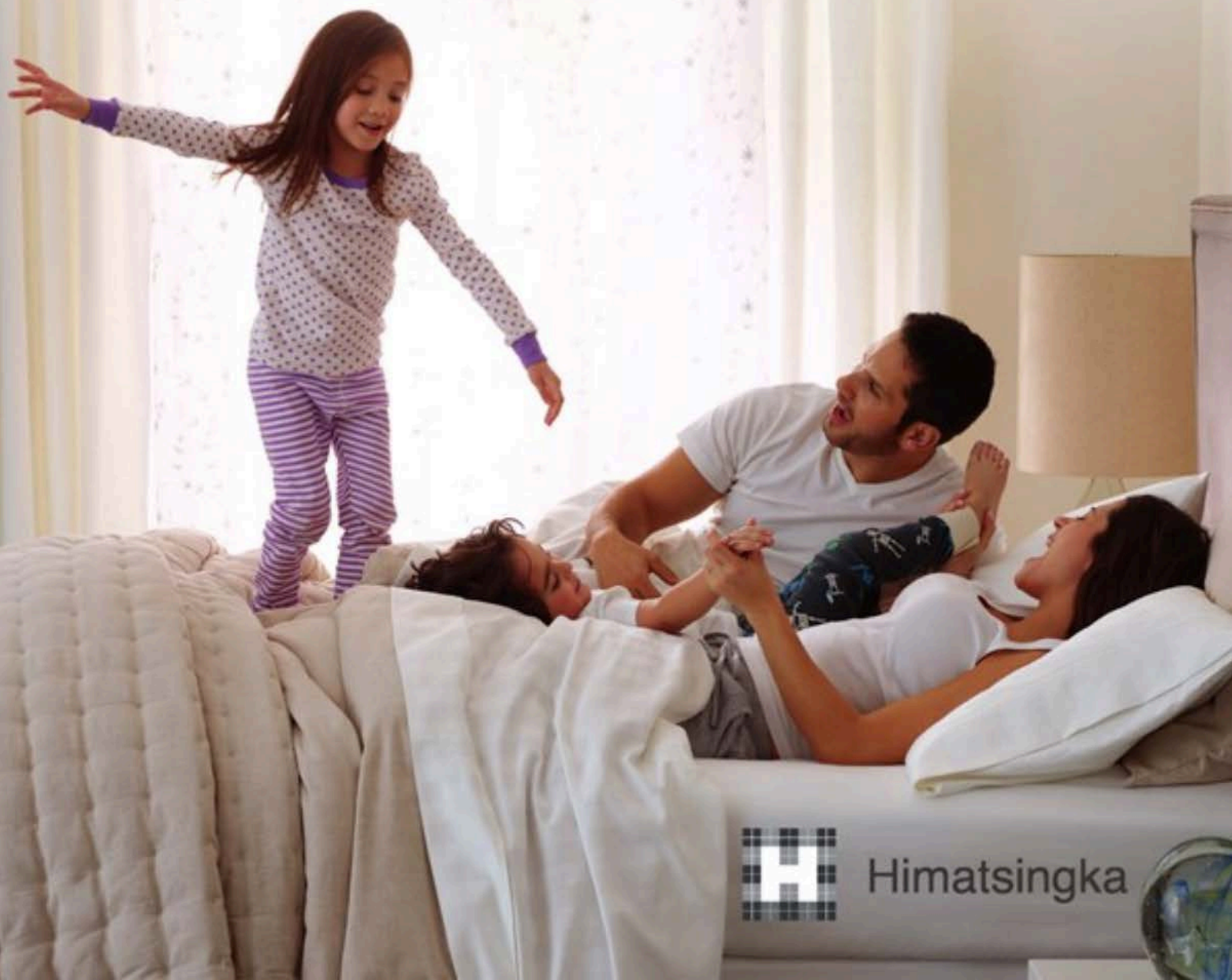
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Himatsingka



A Throw by Any Other Name

The multi-purpose accessory offers warm palettes and new fabrications this fall

■ Cecile B. Corral

The name "throw" for coverlets sized roughly 50"-by-60" doesn't do the category justice. "Throw" it on the sofa, "throw" it on the bed, "throw" it around the shoulders.

"Throws give a lot of fashion and function at the same time," noted Satya Tiwari, president, Surya Inc. "It's a practical and aesthetic room enhancer, all at the same time. Throws are an important accessory for us and our customers year-round."

For this fall season, the throw category is heating up with new fabrications, palettes and embellishments that evoke a cozy, casual feel.

Feizy Import & Export Co.'s latest assortment launching in September at the New York Home Fashions Market presents new textures and colors.

"Our team has worked hard over the past several months to build out some beautiful print and color stories across throws, quilts, accent rugs, area rugs and bath rugs," Kerry Hasselbach, vice president of design & product development, told *HTT*.

Feizy has expanded its tonal texture offering by playing up the simplicity of a black-and-white palette with chunky fringe, exaggerated whip stitching, or contrast stitch patterns.

"Customers will experience the entire Feizy color palette dyed in all of our core throw qualities, allowing the buyers to use as-is for color vehicles that will all match back to the designs and prints across the entire throw and quilt assortment," said Hasselbach.

For its new line of throws this season, Matouk said it "maximized color, pattern, and texture more than ever before. These are throws you will want to bring out of the bedroom and showcase around your entire home—from a living room to a library to a special nook that's all your own."

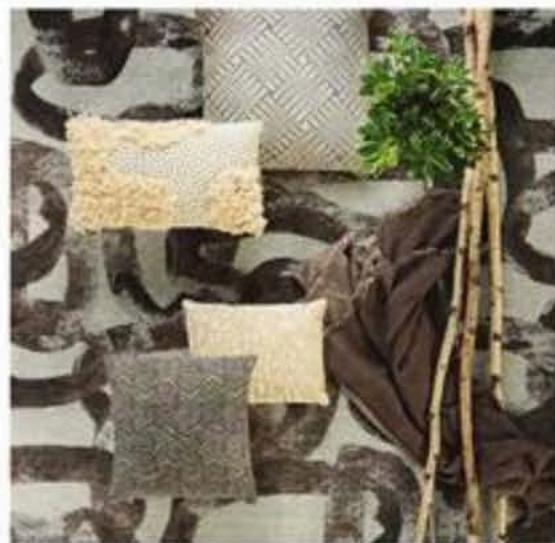
Fabrications include cashmere, wool, and cotton and aim to create "the feeling of home" in any setting.

Launching this season is the throw line within Nourison's Studio NYCDesign program, which debuted in the spring with area rugs and is now expanding with accessories. Dec pillows recently rolled out, and the coordinating throws are set to hit retail this fall.

"We are a lifestyle brand, so throws are an important component of that," Nancy Fire, Studio NYCDesign founder and creative director, told *HTT*. "Our throws are great accessories along with our pillows. They've got a lot of texture and come in four spectacular colors. It's a great line that allows shoppers to change up a room affordably and add a lot of warmth to a space." **HTT**



Matouk's Cooney collection of alpaca throws is hand-woven by artisans in Peru.



Studio NYCDesign and Nourison are adding throws to their joint program this season. Riverbed is seen here in throws and coordinating dec pillows and area rug.



Color anchors Feizy Import & Export Co.'s new line with comfort-centric features relayed in added textures and details.



The rustic Francis collection by Belgian linen textiles house Libeco employs a black/linen plain weave construction finished with a flax fringe.



Surya's new Copacetic accessory collection includes throws, pillows and a pouf woven in a chenille-cotton blend fabric.