

A collage of images featuring industry leaders and their hobbies. The central text box, titled "The People Issue", states: "HTT turns the spotlight on industry leaders whose companies are a bellwether for the industry. And for fun, we also look at how other execs enjoy their free time." The collage includes portraits of various executives, as well as photos of them engaged in activities like fishing, skiing, cycling, and playing guitar. A large image of a man holding an Indian flag is also present.



The People Issue

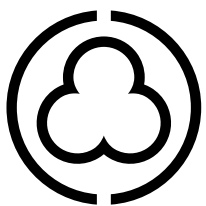
HTT turns the spotlight on industry leaders whose companies are a bellwether for the industry. And for fun, we also look at how other execs enjoy their free time.



The People Issue

HTT turns the spotlight on industry leaders whose companies are a bellwether for the industry. And for fun, we also look at how other execs enjoy their free time.

Luxury Begins
with
Authenticity
Quality
Responsibility



SUPIMA®

WORLD'S FINEST COTTONS

SUPIMA[®]

AQRe[™] Project



DIGITALLY TRACKED + FORENSICALLY TESTED
DELIVERING
AUTHENTICITY • QUALITY • RESPONSIBILITY

We take great pride in being recognized as the World's Finest Cottons, grown on family farms exclusively in the American West and Southwest, where great care is taken to produce the highest quality cotton through responsible practices.

The Supima **AQRe[™]** Project delivers the **A**uthenticity, **Q**uality and **R**esponsibility of Supima by digitally tracking and forensically testing throughout the journey from farm to you.

INSIDE THIS ISSUE

WINTER 2024

Feature

24

2024 People to Watch

In a special report, HTT takes a look at the movers and shakers whose companies account for a significant share of the volume in the U.S. market.

Feature

26

People After Hours

They work hard and they play hard. When they're not developing and creating home textiles, these industry members are pursuing their passions.

Commentary

8

Jennifer Marks – The Thread
Are We There Yet?

Newsworthy

10

Ralph Lauren to open dedicated
home stores

HPFA to kick off new webinar series

12

American Textile Company creates
new leadership role

Arroya Studio is planting a flag in
India

13

Beyond Inc. moving on multiple
fronts for growth

Caldeira doubling up at Heimtextil

16

Coelima returns to Heimtextil after
early 10 years

Creative Group delves deeper in
the microfiber

Crescent touts new techniques and
sustainability accomplishments

18

Obituary: Linens 'n Things founder
Eugene Kalkin

Indo Count showcases fashion,
sustainable advances

20

Liberty Mills invests in green
initiatives

Paramount aims to expand U.S.
penetration

10



12



13



16



Material Changes

30

Walmart invests in commercializing circular textiles

Under Armour releases fiber-shed test

32

Birla Cellulose introduces algae-powered fiber

HeiQ unveils skin care textiles technology

Heimtextil Preview

34

Heimtextil features a new product segment and reworked layout

36

Contract Library offers "future-proof" functional textiles

Jury selects work from three young talents

38

Heimtextil new product gallery

Winter Markets

Preview

44

Early 2024 trade shows bring on the new

44

New products showing at the Dallas, Atlanta and Las Vegas markets

The Warren Report

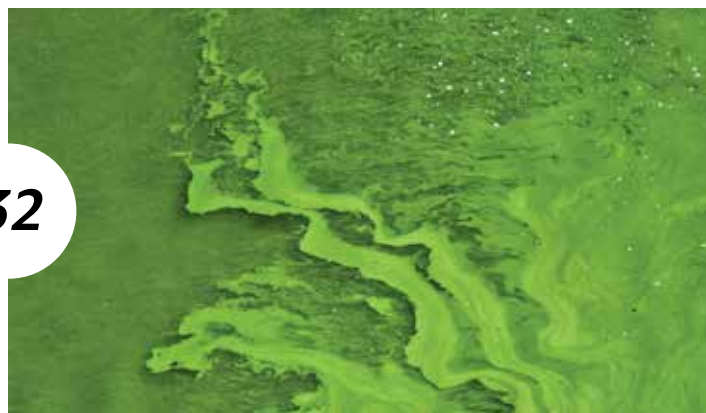
50

Warren Shoulberg offers a few questions about what lies ahead, assesses the progress of the internet-only Bed Bath & Beyond brand and looks at textile composting in Australia.

30



32



34



ORGANIC
COTTON

Organic by nature:
certified by **experts.**

Learn more at oeko-tex.com



Pakistan Textiles: Stitching a Sustainable Future

Pakistan aims to grow its textile exports to 30 billion by 2030

Pakistan's historical role as a key supplier of cotton dates back to its strategic location along ancient trade routes. The textile industry emerged as a pivotal force in the nation's export landscape, initiating its journey by exporting raw cotton. Today, this sector represents a substantial 60% of Pakistan's total exports. Additionally, it holds the distinction of being the largest manufacturing sector in the country, contributing around 8.5% to the GDP and employing approximately 45% of the organized labor force. Notably, it stands as the primary employer of women within the private sector.

Pakistan ranks 8th in Asia for textile production, 5th globally in cotton production, with over 2,500 mills in its chain. It's a top 3 exporter of home textiles and in the top 15 for ready-made garments, supplying quality goods to the USA, UK, and EU.

Pakistan's textile industry boasts a comprehensive domestic value chain for cotton and some man-made fibers, with many major exporters being vertically integrated. Despite challenges like climate-induced floods in 2022, the industry has rebounded with an 80% increase in domestic cotton production to 7.8 million bales.

Recent investments of \$5 billion USD in the sector have focused on revamping manufacturing, reducing the carbon footprint, and increasing market responsiveness.

Pakistan aims to elevate its textile exports to \$30 billion USD by 2030 from the current \$16.5 billion USD in 2023. There's a significant emphasis on technical training and capacity building, with initiatives like training workshops, productivity improvements, and the establishment of industrial sewing units through public-private partnerships.

The country prioritizes sustainable textile manufacturing through research into eco-friendly materials and processes, supported by institutions like the National Textile Research Center. Academic institutions also play a role in offering specialized textile education, with the National Textile University hosting over 1200 students, including programs for MS and PhD degrees.

Collaboration between the government and the business sector is pivotal in enhancing productivity and export potential within Pakistan's textile industry.

Pakistan's textile industry and government are deeply committed to sustainability and compliance, with a focus on the National Action Plan for Sustainable Development Goal 12 (SDG-12), emphasizing sustainable consumption and production. Despite contributing less than 1% to global greenhouse gas emissions, leading organizations within Pakistan's textile sector have pledged to achieve net-zero carbon emissions by 2050,

with 25 out of 26 signatories originating from this sector.

By 2030, Pakistan aims to significantly increase its hydropower generation capacity by approximately 8,800 MW. Compliance with international standards and covenants, a cornerstone for textile and other exports, is being institutionalized by the newly established National Compliance Center (NCC) which will ensure adherence to human rights, environmental standards, building safety, gender participation, waste management, and traceability in all exports out of Pakistan, starting with textiles. The NCC provides a structured framework for transparency and consistency across the supply chains to meet buyer requirements.

The country places significant emphasis on human rights and ethical business conduct. The Pakistan Textile Council (PTC), representing major industry players, conducted detailed training sessions on Human Rights Due Diligence across provinces.

Looking ahead, Pakistan's textile industry and the government remain committed to complying with international standards, especially in sustainable textile exports. Whether targeting markets like the USA, UK, EU, or regional markets, the industry aims for effective compliance, promoting transparency and traceability across the supply chain.!



Al-Karam Textile Mills Pakistan

Innovating Sustainable Textiles for Generations

Founded in 1986, Al-Karam Textile Mills aims to offer global textile solutions with a sustainable vision. Evolving into a leading manufacturing and exporting entity, the family-led business is now being managed by its **3rd generation**. With presence in the USA, UK, France, and Portugal, Al-Karam is Pakistan's **largest vertically integrated** textile setup, under one roof. Al-Karam Group ventures into various sectors including Wind-Power, Food, Agri-tech, Fashion Retail and Finance.



Al-Karam, **Pakistan's first Fair Trade-USA** Certified factory since 2016, strongly emphasizes social compliance and worker welfare. Providing free healthcare to all workers and their families, offering medical tests (so far totaling \$1.5MM USD supported 100% by Al-Karam), initiating an Adult Literacy Program, sponsoring a **school for 1400+ students**, funding an annual food drive benefiting 8000+ workers, and encouraging gender inclusivity with **24% female leadership**.

As Pakistan's pioneering **FSC** (Textile Product) certified Textile Mill, Al-Karam prioritizes sustainability, diverting **95% of operational waste** from landfills and reducing packaging consumption by 310 tons in 2022. Committed to the UN Race to ZERO program, Al-Karam aims to halve GHG emissions by 2030, achieving **Net-Zero** status by 2050. With **5.2 MWh solar** installation and reforestation

initiatives planting 10,000 trees, Al-Karam partners with WWF for 100,000 trees by 2025. Recognized by the HIGG Index, its sustainable efforts include a **17% GHG reduction**, an **in-house wastewater treatment** plant since 2008 treating 100% of wastewater and conserving 45 million gallons of water.



Al-Karam is recognized for its expertise in crafting competitively priced, high-quality, and innovative bedding and home textile products catering to a diverse range of market segments. Leveraging extensive weaving expertise, Al-Karam provides an array of fabrications such as Yam Dyed, Dobby, Jacquard, and Matelassé for products like **comforters, duvets, sheeting, quilts, coverlets, blankets, throws, window curtains, kitchen textiles, pet bedding**, and more. Additionally, apart from woven fabrics, Al-Karam holds the distinction of being the **largest manufacturer of knitted Jersey** for bedding globally and number one choice of vendor for the US Market.



Led by an exceptional R&D team, Al-Karam consistently introduces pioneering advancements using state-of-the-art technologies, revolutionizing textile production, processing, and application.

Established in 2011, Al-Karam Textiles' North American Headquarters in the **heart of Manhattan** New York has helped transform the company into an all-encompassing textile partner. Al-Karam's US office delivers comprehensive support to retail partners, nurturing collaborative relationships across creative design, product development, sales, and local US distribution services. The US team is comprised of **top-notch home textile fashion designers** and a talented management and sales force team, ensuring a seamless experience for all clients.



Located at prestigious **411 Fifth Avenue**, Al-Karam proudly hosts two major market events annually. Utilizing an impressive eleven thousand square feet showroom space, Al-Karam has curated an extensive fabric library and an idea lounge, providing designers from our retail partners the opportunity to explore our vast collection.

www.alkaram.com | sales@alkaramus.com

411 Fifth Avenue, Entire 6th Floor, NY, NY, 10016



A Legacy of 25 Years to A BETTER Life Yunus Textile Mills Pakistan



Pakistan ranks fifth globally in cotton production, ensuring a robust supply chain and competitive manufacturing with ample raw materials. YTML, part of the esteemed Yunus Brothers Group (YBG), represents sustainability in Pakistan's textile industry. Since 1998, YTML has upheld a 25-year legacy as a leading global textile entity committed to sustainable progress.

Originating from YBG's Fabric Trading Business in 1962, the group's influence spans Textiles, Cement, Construction, Real Estate, Energy, Health, and Automobiles, shaping Pakistan's business landscape. YTML, introduced in 1998, fortified the group's textile prowess, becoming a distinguished global player serving prestigious brands worldwide.

In 2021, YTML adopted the vision of "Textiles for a BETTER life," emphasizing integrity, innovation, and inclusivity. Guided by values like Trust, Respect, Customer Centricity, Compassion, Ethics, and Teamwork, the company offers a vast range of textile products to top global retailers. This diverse product line includes sheet sets, comforters, duvet sets, coverlets, and curtains. With a foundation in customer trust, YTML continuously invests in manufacturing



capabilities and talent through global design teams in the U.K., Europe, and the U.S.A.

This commitment is evident through initiatives in renewable energy, including solar installations, wind farms, and BIO Mass projects. Currently, solar energy contributes to 15% of total power usage and they aim to convert over 50% of steam generation to BIO Mass by June 2024.

Commitment to achieving carbon neutrality by 2050, encompassing De-carbonization Goals, Water Stewardship, Responsible Sourcing, and Climate Resilience.



Water conservation efforts, with an efficient effluent treatment plant, recycling, and reuse help save approx. 20 Million glasses of water daily.

Beyond sustainability efforts, YTML prioritizes community support. Partnership with The Citizens Foundation, sponsoring 9 campuses, educating 10,000+ children in over 17 years.

Recognized in Male Champions of Change (MCC), it focuses on female employment, women in leadership, fair trade, flexible hours, and community programs, leaving no one behind.

YTML's holistic sustainability approach, spanning environmental stewardship, social responsibility, educational advancement, and economic growth, positions it as an exemplary partner for international companies seeking ethical, sustainable, and quality-driven sourcing solutions from Pakistan.

www.yunustextile.com | info@yunustextile.com

330 Fifth Avenue, 4th Floor, New York City, NY 10001



Home Textiles Today

NOBODY KNOWS THE INDUSTRY BETTER

Vol. 45 No. 1

BridgeTower Editorial Director

Home Furnishings Division Bill McLoughlin

Editor-in-Chief Jennifer Marks
732-241-1768,
jmarks@hometextilestoday.com

Editor at Large Warren Shoulberg

Designer Sanjay Ravi

Director of Sales/Home Furnishings Donna Bischoff

Senior Account Executive Rachel Hurt
rhurt@furnituretoday.com

India Manager Kaushal Shah
cell 91-9821715431, tel 91 22 2305
9305/6/7
kaushal@kaushals.com

China Manager Liu Cheng
861867 889 7751,
ray_liucheng@yahoo.com

Research Editor Joanne Friedrich
207-780-8656
jfriedrick@pbmbrands.com

Production Manager Nikki McDonald
336-875-1059
nmcdonald@studiobtm.com

Graphics Specialist James Burns

Director of Web Operations Chris Schultz

Web Client Services Manager Dan Sage

Web Operations Specialist Randy Melton

Director, Marketing and
Creative Services Melanie Bingham

BRIDGETOWER MEDIA



7025 Albert Pick Road Suite 200, Greensboro, NC 27409
336.605.0121 Fax: 336.605.1143
hometextilestoday.com
facebook.com/htimag

SUBSCRIPTION SERVICES
htt@omedia.com

HOME TEXTILES TODAY, 7025 Albert Pick Rd, Greensboro, NC 27409,
Periodical Postage Paid (USPS Permit #497-490) in Greensboro NC is published monthly except
January & February are a combined issue and there are two issues in March and September (13
issues per year).

POSTMASTER: Send address changes to:
Home Textiles Today
PO BOX 494
Lincolshire, IL 60069-9813

To order a new subscription go to: <https://bit.ly/2getHTT> or by mail Home Textiles Today, PO BOX
494, Lincolshire, IL 60069-9813.

To renew your subscription, change your address or manage your account
go to: <https://bit.ly/2renewHTT>. You can also call us at 847-513-6132 or email us at htt@omedia.com

Posted under Canadian addresses to APC; PO Box 503, RPO West Bever Creek, Rich Hill, ON
L4B 4R6.

HOME TEXTILES TODAY is a registered trademarks of BridgeTower Media LLC, used under
license. BridgeTower Media LLC does not assume and hereby disclaims liability to any person for
any loss or damage caused by errors or omissions in the material contained herein, regardless
of whether such errors result from negligence, accident or any other cause whatsoever.

The usage or reproduction of any content, facts, figures, research, and any other content published by
BridgeTower Media LLC in any format is strictly prohibited without express written permission. Full terms
and conditions of usage and reproduction can be found online.

THE THREAD

Are We There Yet?



JENNIFER MARKS
EDITOR-IN-CHIEF

In recent weeks, there seems to be a growing sense that the worst of the long journey through one major disruption after another is finally receding in the rear-view mirror.

We're hearing it in retail investor calls, albeit with a host of caveats. We're starting to hear it from some home textiles suppliers, who seem to feel that the industry might be settling back into its pre-pandemic cadence of incremental growth. As one vendor exec put it: "I think we've digested all the craziness."

If anything, the "new" incremental growth will be as tough as it ever was to achieve – if not tougher. For those keeping a tally, here's the retail inventory that has vanished from the scene since last January: over 700 Bed Bath & Beyond stores, nearly 500 Tuesday Morning stores, over 130 buybuy Baby stores and 80 Christmas Tree Shops. That's a whole lot of shelf space that won't be replaced anytime soon.

Understandably, suppliers are spooked by the financial health of some big retail accounts. Activist investors have been pushing their weight around, and private equity is on the prowl. Sometimes that can be a benefit. (See JCPenney and Belk, both of which would probably have vanished from

the scene otherwise). It can also mark the beginning of the end. (See Sears and Kmart.)

“As one vendor exec put it: “I think we’ve digested all the craziness.”

Kohl's very nearly got shoved into a private takeover in 2022. Macy's Inc. now seems to be in the crosshairs of a group that just might be far more interested in cashing in on a real estate portfolio than running a retail company.

And suppliers worry about the health of other vendors in the industry. Last year didn't see as much of a shake-out on the wholesale side as a lot of people had expected. Some are wary there may be another shoe or two to drop, whether by bankruptcy or merger activity.

So where do manufacturers see opportunity? Producers in India and Pakistan report that the "China-plus" strategy is a real thing. Granted, it's not a huge thing, but the strategy among retailers and wholesale importers to shift some production out of China is happening at the margins.

For an example of how the needle is moving, take a look at U.S. import data for synthetic sheet sets. Over the first 10 months of last year, Pakistan had just a 4% share – but that was up 42% year-over-year. India accounted for nearly 3% of imports in the category – a low number cut a 32% jump from 2023. (Don't cry for China, though. Even though its share fell 8% it still claimed 93% of the business.)

Vendors also see continued growth ahead for warehouse clubs, off-pricers and e-commerce, holding a preference for doing online business with omni-channel accounts.

And inflation has come way down for most soft home goods, offering hope that when food prices eventually follow suit, consumers will finally feel like doing some more discretionary spending in the home department. After all, it's been four years since their last big refresh.

It's been a long, strange trip. The industry might not be pulling onto the superhighway just yet, but at least the traffic seems to be improving. **HTT**

their
deepest
darkest
secret

REGAL HOME HAS KEPT QUIET UNTIL THIS MOMENT

And now we're proud to introduce a new collection that mixes modern styling with innovative technology.

- Elevate classic looks with modern freshness
- Advanced technology at affordable pricing
- A trusted resource passionate about product development



THE DAWN OF A NEW ERA
IN BLACKOUT CURTAINS

SUN SHIELD

COMING 2024
[REGALHOMECOLLECTIONS.COM](https://www.RegalHomeCollections.com)

Ralph Lauren to Open Dedicated Home Stores

■ By Robert Dalheim

Luxury consumer goods brand Ralph Lauren is partnering up with office furniture giant Haworth on an initiative to broaden the footprint of its home business.

Haworth, under its high-end Italian home furniture unit Lifestyle Design, will “expand and grow” Ralph Lauren’s home and furniture business, while also developing for the brand a network of new, freestanding, immersive Ralph Lauren Home stores in strategic locations globally.

First launching in 1983, Ralph Lauren’s Home collection has grown to include furniture, lighting, floor coverings, fabrics, bedding and bath linens, tabletop, decorative accessories and wallcoverings. The collection doesn’t have its own retail stores, instead usually occupying a smaller section of the brand’s larger, full-line fashion stores.

“As we celebrate the 40th anniversary of Ralph Lauren Home, we are committing to continuing our investment in the success of our Home business, positioning us to keep inspiring consumers around the world to create a more beautiful life,” said Guillaume Tardy, Ralph Lauren’s chief lifestyle and licensing officer.

Under the long-term agreement, Ralph Lauren and Haworth Lifestyle Design will closely collaborate to bring the Ralph Lauren Home experience to consumers, partnering on design, marketing and selection of store locations and store designs. The Ralph Lauren company will also continue to directly manage the development of its bedding, bath, tabletop and gifts product categories and will work with its existing partners for other home furnishings categories.

Haworth Lifestyle Design already manages an array of Italian furniture brands, including Poltrona Frau, Cassina, Cappellini and Zanotta. For the new partnership, the company will be responsible for product development, sourcing and manufacturing, product marketing and wholesale

account management for Ralph Lauren. The company will produce the majority of Ralph Lauren furniture in Italy, exclusively on a made-to-order basis.

On the retail side, no timetable being has been announced. Haworth said the stores will be aligned to Ralph Lauren’s “key cities ecosystem strategy, raising visibility and brand awareness” for the brand’s home offerings.

“Like Ralph Lauren, at Haworth Lifestyle Design we are driven by a passion for craftsmanship, innovation, and helping people around the world lead a life well-lived,” said Dario Rinero, Haworth Lifestyle Design CEO. **HTT**



Ralph Lauren’s luxury home goods currently occupies a section of the brand’s larger, full-line fashion stores. Seen here, the Ralph Lauren Omotesando store in Tokyo.

HFFPA TO KICK OFF NEW WEBINAR SERIES WITH A LOOK AT HOME TEXTILES BUSINESS TRENDS

Announces NY market dates through 2026

The Home Fashion Products Association (HFFPA) is launching a new web series this year called TexTalk.

The first live webinar will take place Thursday, Feb. 8 from noon to 1 p.m. ET.

Joe Derochowski, advisor and VP of home industry with Circana (formerly known as the NPD Group), will review home textiles and broader home goods trends. Based on insights from 2023, he will also provide an outlook for 2024 and 2025.

Derochowski is a recognized thought leader who frequently speaks at industry conferences and is regularly quoted as an industry expert by media such as The Wall Street Journal, The New York Times, The Chicago Tribune, CNBC and HomePage News.

“Joe will share his knowledge of behavioral trends across many categories and his unique perspective on what consumers do and why they do it,” the HFFPA announced.

The event is free to HFFPA members and \$75 for non-members. For more information or to register, visit the Events drop-down menu at homefashionproducts.com.

The industry association also reveal the dates for 2026 New York Home Fashions Market week and confirmed the dates for 2024 and 2025. They are:

- 2024
 - March 18-21, 2024
 - Sept. 16-19, 2024
- 2025
 - March 17-20, 2025
 - Sept. 15-18
- 2026
 - March 23-26, 2026
 - Sept. 14-17, 2026

Indo Count embraces regenerative cotton

reloopTM
the right bedding choice for our planet

Utilizing a more holistic approach to farming, Regenerative Cotton is the next level of sustainable cotton cultivation. Indo Count is proud to introduce a full range of ReloopTM bedding products made with Regenerative Cotton. This benefits farmers, local communities and it's better for our precious planet.



Complete Comfort

390 5th Avenue, Suite 405, New York, NY 10018

Tel: 973-919-6568 • Email: ht@indocount.com

WWW.INDOCOUNT.COM

American Textiles Creates New Leadership Role

Utility bedding manufacturer American Textile Company (ATC) has added a new senior leadership position to support its aggressive multi-year growth strategy.

Erin Ickes has been recruited to fill the newly created role of in-house counsel. Ickes will lead the execution and management of legal services and legal strategy for ATC, including commercial contracting, risk management, intellectual property, corporate governance and litigation management.

In her new role, Ickes will work closely with ATC's senior leadership team as the company expands its e-commerce capabilities, extends its sourcing strategy and invests in digital transformation.

"As the business has gotten larger, it's become more complex – including the ever-present legal component," said Lance Ruttenberg, CEO. "The board felt it was time to coordinate all that activity."

The company has grown significantly over the past two decades, he added. Ruttenberg believes ATC is now the largest utility bedding producer in the U.S. by revenue volume. The privately owned business, which

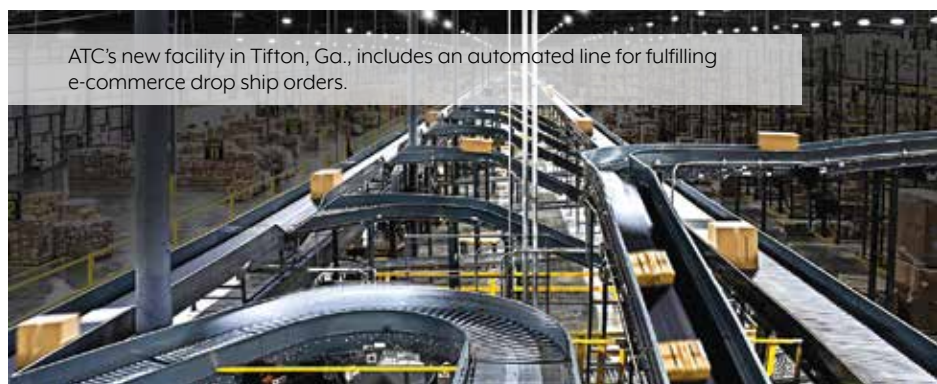
will mark its 100th anniversary in 2025, has no plans to bring in outside capital, he added.

"We like to believe our customers recognize how capable we are to meet their needs," he said.

The catalyst for this growth is its portfolio of premier national bedding brands, including AllerEase allergen barrier bedding as well as Sealy and Tempur-Pedic licensed bedding accessories.

The company is also growing online in partnership with key retail accounts. ATC was among the first in the industry to establish a team specific to developing and supporting online retail accounts and operates its own in-house studio.

Retail accounts "are all eager to grow their digital penetration," said Patrick Seiffert, SVP of marketing and product development. **HTT**



ATC's new facility in Tifton, Ga., includes an automated line for fulfilling e-commerce drop ship orders.

ARROYA STUDIO AIMS TO TAP INTO NICHE RESOURCES



A rendition of the new office, which will specialize in product development and design, merchandising, and quality control.

Moving into its third year in business, Arroya Studio is establishing an office in Southern India.

Slated to open in April 2024, the office will be located in the city of Erode, which is located in the state of Tamilnadu. Initially, the office will be staffed by six individuals who specialize in product development and design, merchandising and quality control. The company plans to increase the staff size in line with the operation's growth and evolving needs.

President/CEO Steve McGee, who founded the business in 2021, said the southern region remains relatively untapped in terms of its full potential.

"This area is home to many small manufacturers, mainly serving as suppliers for larger exporters. We

have pinpointed suppliers of high quality and potential capable of fulfilling the specific needs of niche brands, especially regarding minimum order quantities (MOQs) and lead times," he told HTT.

In addition to product development, Arroya Studio will collaborate with suppliers to ensure compliance in key areas such as social responsibility, ethics and health & safety.

"This strategy enables us to offer competitive pricing while providing employment, enhancing workplace conditions, improving the livelihoods of countless skilled workers in smaller mills, and offering flexibility regarding MOQs and lead times," he noted.

The office in India will be responsible for a wide

range of functions, including sourcing home textiles such as bed linen, towels and fashion bedding, along with food products. The office will also handle the design and development of those products, conduct thorough quality inspections of the finished goods, and oversee factory compliance.

With regard to the food products, Arroya will share space with Sri Annapooraniamman Foods, which is focused on local spices "and their historical and inherent benefits toward health and wellness," said McGee.

Arroya will launch a consumer products goods sales team in collaboration with the food company to bring product to the U.S. specialty stores market. **HTT**

Beyond Inc. Moving on Multiple Fronts for Growth

■ By Jennifer Marks

The dilemma for Beyond Inc. is that its most promising new customers were neither in the pre-acquisition Overstock database nor part of the legacy Bed Bath & Beyond database. They are entirely new, finding the online-only Bed Bath & Beyond site through search engines.

"This group is finding us through search engines, with the Bed Bath & Beyond brand driving conversion," said David Nielsen, company president and interim CEO. "These customers are total home customers."

The task the company has set itself now is to draw more of them to the Bed Bath site while at the same time winning back the legacy Overstock.com customer base.

To the latter end, the company is moving up the relaunch of its Overstock.com close-out concept, which was originally scheduled for third quarter 2024. Phase one began last month via a sub-domain with a focus on RTA furniture, outdoor furniture and rugs.

The independent platform will launch in the first half of 2024 and will expand into the full complement of product categories formerly carried by the liquidation site, including true close-out jewelry, apparel, footwear, health and beauty.

To draw more new customers to the Bed Bath & Beyond site, which relaunched in the U.S. last August, the goal is to build audience with an assortment with

marquee brands such as Cuisinart and value-priced products (e.g. towels) in a good/better/best assortment.

Bed Bath & Beyond also plans to forge better relationships with vendors in order to improve margins as sales volume expands and customer retention grows, said Marcus Lemonis, who was named chairman of the board in late 2023.

"The idea of just couponing our way for the rest of time is something we're not going to do," he added.

During a live webcast hosted by investment bank Needham & Company last month, Lemonis outlined a broad set of initiatives to grow the overall Beyond Inc. business.

Those initiatives include:

- Launching paid services such as furniture set-up, shipping insurance and warranties in with third party partners. The first wave will likely come in early 2024.

- Assessing the value of company-owned brands, with the possibility of distributing them through other retailers such as Amazon marketplaces. Lemonis cited the Wamsutta soft home brand as an example.

- Going after the legacy buybuy Baby market by getting into the baby goods business. This includes hiring key players who worked at buybuy Baby before the company was liquidated last summer.

- Taking a bite out of Esty's market share by cultivating small-batch home goods producers "who meet our standards," said Lemonis.

- Cultivating the independent designer community – not just with favorable purchasing terms but also with seminars and possibly paid back-office services.

A major focus in the immediate term is cutting expenses, especially SG&A. To that end, the company will shutter its 220,000-sq.-ft. corporate headquarters in Utah. The bulk of the company's associates, Lemonis noted, work from home.

The cost-cutting goal: reduce operating expenses by 30%. That also encompasses divesting or eliminating non-performing assets. **HTT**



CALDEIRA DOUBLING UP AT HEIMTEXTIL

For the first time since the Covid pandemic, pillow and cushions manufacturer Caldeira will show from two stands at the Heimtextil international home textiles fair.

The company will be show products manufactured in its UK factory in Hall 12.0 Stand D71, and products made at its wholly owned Caldeira China factory, Zhejiang Hao Sheng Textiles, in Hall 6.0 Stand D30.

Both locations will show the company's latest collections of cushions, decorative pillows and home accessories for volume retailers around the world.

Caldeira CEO Tony Caldeira believes the time is right time to re-engage globally.

"With recent global inflation, labor shortages, shipping issues and peaks and troughs in consumer demand, it has never been more important for retailers to give themselves global options to ensure their best chance of success," he said.

In the UK, labor costs have risen by a cumulative 30% during the last three years, he noted. In the company's Chinese factory, labor costs have only risen 5% during the same period, making Caldeira's Chinese products even more competitive.

"There is so much excess capacity in China at present. This gives vendors there little pricing power, so it

has become a buyers' market once again," he said.

At both stands the company will share information about the sustainable improvements it has made in the last few years.

"Caldeira has invested heavily in solar energy and now generates more electricity than it uses," said Rachel Griffiths, commercial manager. "When this is added to our 100% recycled fibre fillings, our 100% recycled packaging materials, and many other sustainable initiatives, we are proud to be a leading company in manufacturing sustainable home textiles."

At Heimtextil, the China stand is presenting better and best "core" pillows where Caldeira's fabric

vendors either hold stocks or can make-to-order with a low minimum order quantity. These products are suited fast-turning programs at great prices, with shorter lead times and lower minimums.

The Caldeira UK stand is displaying the newest collections of its popular European cut-velvet, tapestry, outdoor and holiday pillows, which are aimed at mid-market and high-end retailers around the world.

"The last few years has taught Caldeira USA that a mix of European quality, Chinese value and American service is the most dynamic combination possible for pillow vendors in the world of home textiles today," said Caldeira. **HTT**



At Heimtextil, Caldeira will offer products suited to fast-turning programs at sharp prices as well as programs for mid-market and high-end retailers.



BHARAT TEX 2024

India's Largest Textile
Mega Event

*Discover Textiles,
Fashion, Sustainability
& Resilience in the
Heart of India*

Covering the complete textile value chain right from apparel, home furnishings, floor coverings, fibres, yarns, threads, fabrics, carpets, silk, textiles based handicrafts, technical textiles and much more, this grand showcase will echo the rich legacy and innovation of India and global textile industry.

BHARAT TEX 2024 – a global textile mega event being organized by a Consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles, Government of India, is scheduled from **26 – 29 February 2024 in New Delhi**. With a focus on sustainability and resilient supply chains, it promises to be a tapestry of tradition and technology attracting the best and the brightest from the textile world.

Bharat Tex 2024 is a prominent international industry platform covering the complete textile value chain. The show will feature exhibitions, knowledge sessions, thematic discussions, Government-to-Government (G2G) meetings, Business-to-Business (B2B) networks, the signing of Memoranda of Understanding (MoUs), product launches, thematic and interactive pavilions and various other activities. The event has been designed to attract multiple stakeholders including top policymakers, global CEOs, international exhibitors and global buyers. With international brands, suppliers, manufacturers, designers participating at the show, Bharat Tex 2024 will be a one-of-its-kind global level expo.

Being organised at the newly opened state of the art venues- Bharat Mandapam and Yashobhoomi in New Delhi, India, the mega event will feature an exhibition spread across nearly 2,00,000 sq. m area showcasing Apparel, Home Furnishings, Floor Coverings, Fibres, Yarns, Threads, Fabrics, Carpets, Silk, Textiles based Handicrafts, Technical Textiles and much more.

With dedicated pavilions on sustainability and recycling, thematic discussions on resilient global supply chains and digitisation, interactive fabric testing zones, product demonstrations and

“

Sharing similar thoughts and sentiments, **Mr Bhadresh Dodhia, Chairman, Synthetic Rayon Textile Export Promotion Council (SRTEPC)**, shared: “Bharat Tex 2024 is an event poised to redefine the global textile landscape. Bharat Tex 2024 is more than an exhibition platform as it presents an unparalleled opportunity to engage with the Indian textile industry, access premium quality products, and foster mutually beneficial collaborations. It is with great pleasure that we extend a cordial invitation to all the esteemed international buyers and the global textile community to be a part of this mega textile celebration.”

”

Expressing his enthusiasm and vision for the event, **Mr Narendra Goenka, Chairman, Apparel Export promotion Council (APEC)**, stated: "This event symbolizes the epitome of Indian textile excellence, showcasing our nation's rich heritage and cutting-edge innovations to the world. Bharat Tex 2024 is a massive platform for the global textile industry. It is a gateway to the world of unparalleled opportunities. International buyers will experience first-hand craftsmanship, diversity, and quality that define the Indian textile industry alongside the global textile showcase. On behalf of the Apparel Export Promotion Council, I extend a heartfelt invitation to all the esteemed international textile fraternity to join us at this prestigious event and urge you to explore the limitless possibilities and forge prosperous partnerships."

masterclasses by crafts persons with over 3 generations of tradition and history, an art *jugalbandi* and a marquee event involving global brands and international designers, Bharat Tex 2024 truly promises to be a unique experience for knowledge, business and networking.

With the global demand for exquisite, sustainable, and functional home décor surging, Bharat Tex 2024 will be a melting pot for manufacturers, designers, and buyers. The event promises to be a catalyst for collaborations, where traditional craftsmanship will intertwine seamlessly with modern technologies, birthing a kaleidoscope of offerings. It will also feature nearly 50 different knowledge sessions providing an excellent platform for knowledge exchange, information dissemination and G2G and B2B interactions. Key global sessions include CEO Roundtables, Brand dialogues, Global Textile Mega Trends, investing in building resilience across the value chain, Environmental, Sustainable and Governance (ESG) and the road ahead and fashion forward among others. India specific sessions will include discussions on policy support to the textile sector including PM MITRA (Pradhan Mantri Mega Integrated Textile Region and Apparel Parks Scheme) and PLI (Production Linked Incentive) schemes and attractiveness of India as an investment destination at scale for textiles.

Bharat Tex 2024 will highlight the richness of Indian textiles and strengthen its image as a custodian of tradition, innovation, and sustainability. It will also celebrate India's reliability as a competitive, sustainable textile manufacturing hub across the entire value chain, from raw materials to end products.

Organized by
CONSORTIUM OF TEXTILE
EXPORT PROMOTION
COUNCILS (EPCs)
Supported by
MINISTRY OF
TEXTILES
GOVERNMENT OF INDIA

ANNOUNCING

The Largest Global Textile Event in INDIA

**Bharat
tex 2024**

**TEXTILES
FASHION
SUSTAINABILITY**

Global Textile Expo
New Delhi | Feb 26-29

Platinum Partner

ADITYA BIRLA GROUP

Gold Partner

Reliance
Industries Limited
Growth is Life

Silver Partner

Arvind
FASHIONING POSSIBILITIES

Associate Partner
CHARGEURS PCC
FASHION TECHNOLOGIES

For more information
on the event / registration,
scan this QR code

A MEGA CELEBRATION OF TEXTILE, TRADE, TECHNOLOGY & TRADITION

Register at www.bharat-tex.com

KEY HIGHLIGHTS

| | | | |
|--------------|-----------------|----------------|----------------------------|
| 3500+ | 3000+ | 40,000+ | 22,00,000+ |
| EXHIBITORS | OVERSEAS BUYERS | TRADE VISITORS | SQ. FT. EXHIBITION AREA |

**INNOVATION
SHOWCASE**

**GLOBAL
CONNECTIONS**

**KNOWLEDGE
SESSIONS**

**FASHION
FORWARD**

Venues

Bharat Mandapam and Yashobhoomi
New Delhi, India

IN ASSOCIATION WITH

Exhibition Management

Knowledge Partners

Follow us on:

/ Bharattex2024
 / bharattex2024

/ bharat_tex
 / showcase/bharat-tex-2024-expo/

Coelima Returning to Heimtextil After Nearly a Decade.

One of the first Portuguese mills to exhibit at Heimtextil when the international trade fair began in the 1970s, Coelima is making a comeback to the global show after sitting it out for almost 10 years.

In 2021, the 124-year-old manufacturer's production unit was acquired by Mabeira, a Portuguese industrial company that creates and produces home textiles.

"Customers will find a new Coelima, always focused on the future but supported on a strong historical background," said Isa Rodrigues, the company's QA and D&D manager. "Coelima's strongest values will shine through our collection with the quality of products, the strong and bold design, the sustainable solutions and our business ethics."

The company's booth in 12.1, Stand E46 will present four themes: innovative sustainable solutions, luxury hotel looks, high-quality Portuguese flannels and strong conceptual designs.

Coelima continues to increase the use of organic and recycled cotton, hemp and eco-friendly synthetics such as lyocell. Several new products will feature natural dyes made from a new mineral continuous dyeing solution.

Said commercial director Paulo Almeida, "We aim to make new contacts, explore entering other markets and maintain business with regular customers. We are especially attentive to emerging markets in the Middle East and expect to continue market observation in the United States and Scandinavia." **HTT**



Coelima has boosted the use of sustainable fibers in its products and is using new sustainable dyes.

CREATIVE GROUP DELVES DEEPER INTO MICROFIBER PRODUCTS

As its microfiber division marks its third year in production, Creative Group has been ramping up investments in microfiber bedding.

The manufacturer began in 2021 with basic solid and printed sheeting fabrics. Now, the company has developed microfiber fabrics with multiple weaves for comforters, duvet covers and shams.

"Creative is the largest vertically integrated microfiber bedding supplier out of India," said Sidharth Agarwal, executive director of Creative Group. "Typically, microfiber textures were being created through a heat setting process – which was not a strength of India. But we have successfully developed it, set our machinery and systems, and created our new range to show to

everyone."

With the development of microfiber production in hand, the company is now moving into window coverings and shower curtains.

At Heimtextil, Creative will also present its flannel bedding range, which is now fully produced in-house. Its new brushing equipment has a capacity of roughly 40,000 meters per day, or 6,500 sheet sets.

"The integration has allowed us to be extremely competitive with other Indian suppliers as well as countries such as Pakistan that have been strong at flannel production historically," said Agarwal.

At Heimtextil, Creative Group will be located in Hall 10.2, D90. **HTT**



As Creative Group's experience in microfiber production has matured, the manufacturer is expanding into microfiber window treatments and top of bed.

CRESCENT TEXTILE MILLS TOUTS TECHNIQUES AND PROGRESS

Crescent Textile Mills is planning to make a big impression at the Heimtextil – not only with its production techniques but also for its progress toward environmentally sound manufacturing.

In terms of product, the multi-product producer will highlight larger repeats and engineered designs using an enhanced tufting technique.

"Our focus on achieving perfect reproducibility with a wide range of colors on fabrics of diverse compositions is remarkable," said Asif Latif, executive manager. "Our attention to stunning details, intricate applique craftsmanship, and elegant applique scallop curves promises to captivate."

As part of that push, the company's design team is adding more surface interest to fabrics while incorporating sustainable features to demonstrate its dedication to innovation and sustainability.

Crescent embarked on a mission to significantly reduce its carbon footprint in 2021 and by 2022 had already cut emissions from 58,117 to 46,221 tons. The target

for 2030 is 29,000 tons, equivalent to saving 550,000 trees yearly, with an additional saving of 550 tons/year sequestered by planting 27,000 trees.

In parallel, Crescent Textile has made significant strides in water stewardship, a project that began in 2016. The vertically integrated manufacturer is on track to achieve zero liquid discharge by 2025.

In other metrics, the Pakistani company plans to reach 100% sustainable material usage by 2030. Under its commitment to green chemistry, Crescent expects to achieve 100% compliance with ZDHC standards (zero discharge of hazardous chemicals) by 2030.

"This commitment ensures the safety of both the planet and people, emphasizing eco-friendly practices and materials throughout their processes," said Latif.

The company continues to support the professional development and employment of women at its factory in Faisalabad. The project began in late 2021 with the opening of a training center.

"One big thing we did was create a whole factory just

for women in Pakistan. We didn't just start it, we made it last and helped a lot of people," said Latif. "We're still dedicated to helping women and teaching them skills to make their lives better."

At Heimtextil, the company will be showing in Hall 10.2, D71.

HTT



One of Crescent Textile Mills' factories is operated entirely by women, part of the company's initiative to train and empower women.



CERTIFICATIONS



DISCOVER MORE
www.nandanterry.com

Linens 'n Things Founder Eugene Kalkin Passes

Eugene Kalkin, a pioneering retailer in the home furnishings world, died on Nov. 14, 2023. He was 94.

Kalkin is best known within the industry as the founder of Linens 'n Things, the one-time peer and rival of Bed Bath & Beyond.

"If you love the retail business, you love the excitement of the seasonality of the product, and bringing in fresh product and seeing how your customers respond to it. There has to be an inspired merchant to do the job. You've got to have the sensitivity in your fingertips," Kalkin told Home Textiles Today in a 2008 interview.

A born merchant, the first two decades of his career wound through a series of established retailers that long ago disappeared into the history books.

The budding businessman got his start at age 22, going to work for Allied Purchasing Corp., the buying office for the 2nd largest department store chain in the U.S. He spent seven years there.

In November 1958, Kalkin went into business for himself. With \$100,000 in capital, he partnered with Great Eastern Linens and went on to set up leased linen departments inside other stores – a foretaste of the coming discount store area.

Great Eastern Mills sold its business to Diana Stores Corporation, a ladies apparel retailer in the South, which later sold its interest to Beverly Hills-based Daylin Inc. In 1970, Daylin bought out Kalkin's share of Great Eastern Linens in exchange for Daylin stock. Then in 1975, Daylin went bankrupt.

Kalkin bought seven of the stores in which he had earlier partnered with Daylin out of bankruptcy court in 1975. That was LNT's beginning: seven stores, \$2 million in sales.

By 1983, Linens 'n Things had grown to 55 stores with annual sales around \$80 million. Retail conglomerate Melville Stores purchased the operation that year for an undisclosed amount.

The LNT chain would continue to grow, then stumble, then go private. Linens 'n Things had 571 stores with \$2.7 billion in annual sales before filing for bankruptcy in 2008. The brand's intellectual property is now owned by Retail Ecommerce Ventures, which also owns Pier 1, Stein Mart and Modell's Sporting Goods, among others.

Kalkin would look to the future. In 1986, he donated \$1.3 million to the University of Vermont to support a building to house the School of Business Administration.

At the time, it was the largest such gift the university had ever received, the New York Times reported.

The university also is now home to the Eugene and Joan Kalkin Retailing Initiative at the Grossman School of Business, which was established by an endowment from Kalkin and his wife to support academic and professional development interested in a career in retailing. **HTT**



Eugene Kalkin

INDO COUNT SHOWCASES FASHION, SUSTAINABILITY

Indo Count is putting the spotlight on new constructions and designs in fashion bedding at Heimtextil.

The Indian manufacturer's new fashion bedding factory, opened in 2023, specializes in filled articles including quilts, comforters, mattress pads and pillows. Designed for efficiency in energy and labor, the state-of-the-art automated top-of-bedding line uses a sophisticated new ETON system for production in a 150,000-sq.-ft. dedicated factory. The plant's capacity is 1.8 million units annually.

In the fashion categories, an expanded Jasper Conran bedding and bath collection, exclusively from Indo Count, updates offerings including new designs, colors and an expanded top of bed collection with quilts and pillows. Initial placements of the Jasper Conran sheets were made with key UK retailers, with some collections expanding to select stores in the Middle East.

New for the European market, Indo Count will premier its new Reloop bedding woven with Regenerative Cotton – an advancement in cotton focused on farming techniques which build and improve soil health while reducing CO2, increasing farm diversity, and improving water and energy management.

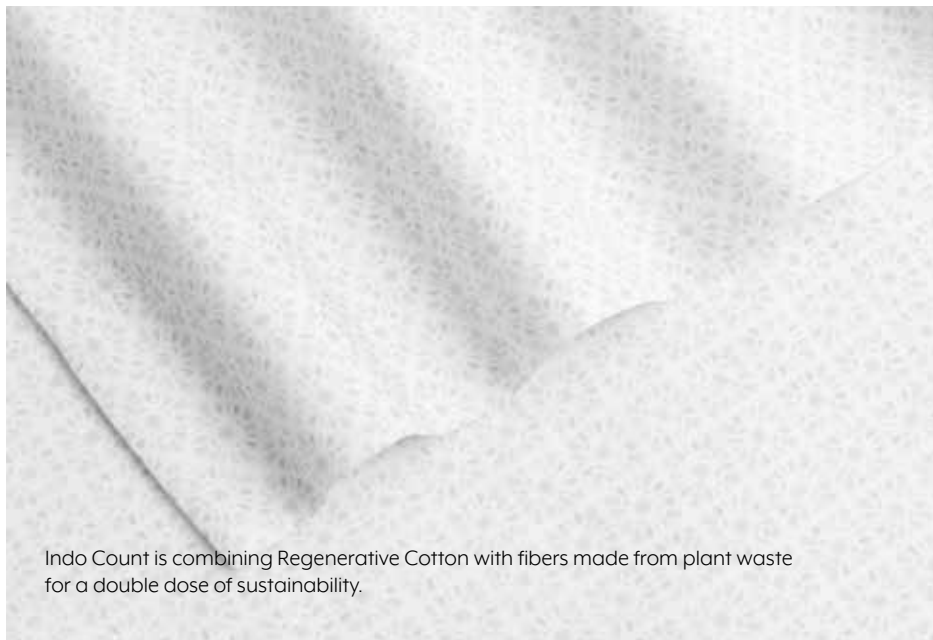
The proprietary offerings in Reloop also

combine Regenerative Cotton with plant waste-based fibers, so each new product regenerates vulnerable cropland while recovering waste from ecosystems.

"In 2024, we're proud to introduce Regenerative Cotton to our European partners, a new concept in bedding, supporting the cultivation

of cotton to protect soil health through farming that is climate smart," said K.K. Lalpuria, CEO of Indo Count. "These efforts harmonize with nature, while also maintaining and improving economic viability."

The company's booth at Heimtextil will be located in Hall 10.2, C41. **HTT**



Indo Count is combining Regenerative Cotton with fibers made from plant waste for a double dose of sustainability.



Warming blanket with
Safety Ease heat & time settings



a new generation of warmth.

Blankets, mattress pads, throws and heating pads in cozy fabrics like sherpa, micro plush and faux fur. Smart conveniences like Built-In One Touch Control, memory settings, dual controls, remotes, preheat, and safety features. Sealy brings a new generation of warmth for the needs of today.

Manufactured by Zhejiang Kata Technology Co., Ltd., as Licensee of Sealy Technology, LLC.

261 Fifth Avenue, Suite 2201, New York NY 10016 · sarah@kata-home.com / jshen@kata-home.com

See us at HEIMTEXTIL 2024, January 9 -12: Hall 10 Level 3 Booth A31C, Messe Frankfurt



Liberty Mills Invests in Green Initiatives

■ By Jennifer Marks

As one of the top five home of the top 5 textiles exports in Pakistan, Liberty Mills Limited has set its sites on becoming the top-rated green manufacturing facility in South Asia – and one of the top-most in the world.

The company currently does an annual \$250 million to \$275 million in exports annually, including home textiles as well as knitted and woven apparel fabrics.

Liberty lays claim to having the first integrated, hybrid clean energy production set-up, which combines solar power and wind power. Already, the company is generating enough energy to supply 100 megawatts of energy to the national power grid.

CEO Taimur Mukaty noted that manufacturing sustainably has become as important as producing sustainable products.

“Initially, customers were focused on compliance standard. Now more of them are working on the validation of sustainability,” he said. For many, that means they want to see that the companies they are sourcing from have embraced the UN’s science-based targets for carbon neutrality.

During the Heimtextil expo in January, Liberty will showcase the savings it has achieved in

reducing raw material and energy costs and reducing its carbon footprint. It has also begun work with a strategic partner in the UK on a circular

textiles production cycle.

At Heimtextil, Liberty Mills will be showing in Hall 10.2, B30. **HTT**



Liberty Mills has begun producing warp knit blankets, providing an alternative sourcing option for accounts looking to diversify out of China.

PARAMOUNT AIMS TO EXPAND U.S. PENETRATION

With a track record of producing fine cotton bedding for top European designer brands, Paramount Textile Mills is moving to expand its scope in the U.S. market.

The vertically integrated mill, which is located in southern India, recently hired home textiles veteran Jayesh Saxena as president of global sales and marketing to lead that effort.

“The company makes extremely nice cotton fabrics,” he said. “We will expand in the better/best category for the U.S.”

A long-time supplier of greige fabrics to the industry, Paramount began making finished products in 2014. The company specializes in its production of fine fabrics from thread counts of 180 to 1400 from specialty cotton yarns that include Giza, Supima, certified organic, Ultima, Australian, Seas Island, Swiss and Suvin – the long staple cotton grown in India.

In addition, Paramount also works with alternative fibers, including bamboo, Bernberg/Cupro, linen, hemp, ramie, cotton silk and Lenzing’s Micro Modal and Tencel.

A producer for both the retail and hospitality segments, the manufacturer has an annual capacity of more than 40 million meters for fabrics and over 8

million sheet sets.

Paramount already supplies sheets to select sustainability brands in the U.S. It plans to work with both

wholesale and retail accounts in North America.

At Heimtextil, the company will be located in Hall 10.2, D70. **HTT**



Paramount’s bedding products emphasize quality and technique over thread count.



ASTON  ARDEN.

The **Egyptian Cotton Bath Collection** is the result of a prestigious partnership between skilled Egyptian cotton producers and globally acclaimed master artisans behind our Turkish towels. This collection embodies textile excellence in the fusion of the finest cotton, exceptional design, and top-tier construction quality.

Woven VanDeWiele Cotton Bath Rugs



Quilt Sets & Plush Sherpa Throws



Shower Curtains & Liners



New Bath Collection Colors



Makeup Removal Washcloths




Designed for families and guests using premium materials without the premium mark-up. Host & Home launches five new product lines in the first quarter 2024.

Inspired by luxurious vacation homes, each line reflects the earth and sky tones developed for their best-selling towel collection.

Create beautiful harmonized point-of-purchase displays with Host & Home's coordinated home textile collections.

Host & Home

Only the best for family and guests.

ARKWRIGHT  HOME Pricing and more information for Aston & Arden and Host & Home exclusively through Arkwright Home.



Scan the QR code to schedule a visit to our New York, Chicago, or Philadelphia showrooms, or meet with us virtually, anytime. (732) 756-9906 - info@arkwrightllc.com - arkwrighthome.com

Let's bring the fish back





BluePoly
Ocean Saving Bedding

Our sustainable bedding collection, made by blending BCI Cotton and Recycled Ocean Bound PET Fiber - Suprelle® Blue from ADVANSA, Germany.

A Drop in the Ocean but a Step in the Right Direction.

- Made from discarded post consumer PET bottles cleared from sea coasts
- Improves marine ecosystems
- Substitution of virgin polyester reduces carbon footprint
- Better sleep | cleaner oceans | improved lives



Suprelle® is a trademark of ADVANSA



Greenhome Furnishings Pvt. Ltd, Coimbatore, India (A division of BKS Textiles Pvt. Ltd)
www.greenhomefurnishings.com

2024 People to Watch

A look at the leaders and executives whose company trajectories are bellwethers for the home textiles industry

■ Jennifer Marks

MARCUS LEMONIS, CHAIRMAN, BEYOND INC.



In the span of just 10 weeks last year, Lemonis was appointed to the company's board as an independent director (Oct. 3), elevated to co-chairman (Nov. 29) and shortly thereafter (Dec. 11) was named sole chairman of the board as co-chair Allison Abraham bowed out.

Technically, he's steering the ship while the company searches for a new CEO – a position he told CNBC he has no interest in holding. But during a Dec. 13 “fireside chat” hosted by investment bank Needham & Company, Lemonis came across as very much the executive in charge – firing off a list of 10 “simple actions” that leadership will spend “the next several years” pursuing.

Lemonis also laid out an array of initiatives: bulking up the Bed Bath & Beyond business, accelerating the relaunch of Overstock.com, expanding into delivery and furniture set-up services, providing warranties and delivery insurance, recruiting former buybuy Baby alums to take Beyond into the baby business, going after the interior designer trade while also siphoning off some of Etsy's market share by recruiting small-batch producers to the Bed Bath site.

“We want to have a 360-degree suite of products and services so that when people think about our company, they think beyond just things that show up at the front door in a box,” said Lemonis. “We are going to take a sledgehammer to the ideas of the past.”

BRUCE THORN, PRESIDENT & CEO, BIG LOTS



Coming off the explosive high of the pandemic-era retail boom, Big Lots has come back down to earth with a thud. Furniture – a key draw for Big Lots' shoppers – dropped to an eight-year low during the first half of the current fiscal year, which closes in late January.

While home textiles sales improved sequentially across the first nine months of 2023, in the aggregate they were nearly \$170 million down from the same period in 2019.

Thorn is now leading a multi-year strategic plan that includes improving “store relevance” and increasing the amount of close-out merchandise in the assortment to goose traffic. To ramp up that initiative, Big Lots recently hired a SVP of extreme value sourcing last month, a new position.

The company is also testing a new store format that puts a sharper focus on home furnishings at 10 locations near its headquarters in Columbus, Ohio. Big Lots Home stores are organized by room with stylized vignettes. The assortment includes limited-quantity special buys with items rotating monthly to encourage repeat visits.

In the meantime, the retailer's other 1,421 locations are relying on a slowly improving sales trend and the lure of close-out bargains to rebuild sales velocity.

“Although the environment remains challenging, we continued to make significant progress in turning around our business,” Thorn said in November. “Our key strategic actions are building momentum, and we continue to play offense with our efforts to deliver incredible bargains and communicate unmistakable value.”

TONY SPRING, CEO, MACY'S INC.

Named CEO-elect last March, Spring officially stepped into that role at the beginning of this year, succeeding Jeff Gennette, who led the company since 2017.

His 36 years at Bloomingdale's included two years as senior VP of home furnishings and eight years holding senior leadership positions in marketing, e-commerce and stores. He was named president and CEO of Bloomingdale's



in 2008, then chairman and CEO for the up-market name-plate in 2014.

So, he's steeped in both omnichannel and classical merchandising.

The company's approach to merchandising in the Spring era will emphasize “variety versus redundancy,” leveraging data science tools, including AI and machine learning, to drive more accurate and agile decision-making based on changes in consumer demand.

“The customer today does not want an endless aisle,” Spring told investors. “They want ‘the best aisle’ – which provides an improved assortment leveraging the use of data-driven tools [and] working closer with our vendor partners.”

In an unexpected twist, weeks before Spring took up his new role, a pair of investment firms arrived on the scene with a \$5.8 billion bid to take Macy's Inc. private. At press time, it was unclear whether that play would fizzle or, perhaps, draw competing bids. And if the company were to go the way of Belk and JCPenney, would the Spring era wind up being a short one?

TOM KINGSBURY, CEO, KOHL'S

Retired from the day-to-day business of running a retail company, Kingsbury joined Kohl's board of directors in 2021. But in late 2022 he returned to the front line, stepping in as interim chief after the departure of embattled CEO Michelle Gass. In early 2023, he was officially named permanent CEO.



Kingsbury brought more than four decades of experience to the job – and this wasn't his first turn at Kohl's. He joined the retailer's leadership team in 2006 in a newly created senior executive VP position that made him one of three company principals. He left in 2008 to become president and CEO of off-pricer Burlington Stores, seeing it through its 2013 IPO and subsequent store expansion.

Under his leadership, Kohl's is banking on several initiatives to drive growth: rolling out more Sephora shop-in-shops to pull in new customers, clearing out seasonal merchandise on a timelier basis and refreshing assortments more often, expanding under-penetrated home décor categories, leaning into impulse and gifting buys, aligning promotional events online with those in stores, and opening smaller format concepts in new markets and fill-in neighborhood locations.

“The work we have done in 2023 will continue to build momentum and set us up to be successful in 2024,” he told investors.

MARC ROSEN, CEO, JCPENNEY

Now entering his third full year at the helm, Rosen is overseeing a \$1 billion



turnaround plan that got underway last August and will continue through 2025.

The company – now positioned as the shopping destination for America's diverse, working families – has already upgraded more than 100 of its 650-odd stores, improving the aesthetics and signage and adding a new point-of-sale system to better integrate with inventory. Mobile and website enhancements are aimed at improving search and providing more customized product recommendations.

JCPenney is also upgrading its merchandising tools and supply chain operations with new inventory management systems intended to speed decision-making and execution. The tools will also scale the company's ability to source customized and localized product assortments.

A filing in late summer by Penney Intermediate Holdings LLC, the retailer's

property trust, revealed that for the first half of the year the privately owned company's sales were down 10% while profit had tumbled 90%. JCPenney was still in the black, though, and ended the first half of the fiscal year with more than \$1.7 billion in liquidity and long-term debt under \$500 million.

"We are poised for continued growth and know that the surest path to success is by focusing on our customers," Rosen said.

HOPE MARGALA, CEO, KEECO

Keeco announced a major change at the top last August, bringing in Margala to replace long-time CEO Chris Grassi.



Though she came from outside the home textiles industry, Margala brought with her extensive experience on the home décor side of the business. She had most recently been president and CEO of NBG, a home décor company owned by Sycamore Partners. Previously, she served as CEO at Yankee Candle Company, held marketing and merchandising positions with The Longaberger Co. and spent 15 years as a merchant for the Bath and Body Works retail chain.

At Keeco, she walked into a company that by all accounts was overloaded with debt and grappling with the evaporation of the old Bed Bath & Beyond company – to which it had been a major vendor.

Whether Keeco still is generating annual sales in the neighborhood of \$1 billion is a matter of speculation. It is still considered the largest supplier of home textiles to the U.S. market. It attained that distinction after the private investment firm Center Lane Partners – which owned Hollander – became the owner of the combined company operating under the Keeco name in fall 2022. That transaction followed a period of growth through acquisition for Keeco, which absorbed the Springs North America division in 2019 and Ellery Homestyles in 2018.

Many in the industry believed she had been brought in to guide Keeco through bankruptcy, an action that as of press time had not taken place. How the company steadies itself will be much watched.

JEFF KAMBAK, PRESIDENT, YUNUS USA

Yunus Textile Mills Limited, a leading home textile exporter in Pakistan, tapped Kambak early last summer to restructure and ramp up its wholly owned U.S. subsidiary, which

had previously done business as Royale Linens.



Kambak moved quickly, adding new positions to strengthen the Yunus U.S. division's engagement with retailers based in the U.S. Home fashions veterans Brad Speaks and Brian Racioppi joined the organization in sales and marketing VP roles. Greg Hasson joined the organization as VP of sales and marketing. Joanne Bell came aboard as design director, and Cheryl Kao

joined the team as bedding designer.

In putting together the new group, Kambak draws from years of experience in the industry. Before joining Yunus, he was CEO of U.S. operations at Trident for eight years. He previously held senior leadership roles at WestPoint Stevens, MindsinSync and Li and Fung USA.

The company is among the Top 15 suppliers of home textiles to the U.S. market. Best known for servicing large sheeting and bedding programs, the vertically integrated manufacturing operation has a capacity of 10 million meters per month – which the company says makes it the largest exporter of home textiles products in Pakistan.

It's now up to Kambak and company to use that capacity to grab a larger share of the U.S. market.

KEYUR PAREKH CEO FOR GLOBAL BUSINESS, WELSPUN

CHRISTOPHER MOONEY GLOBAL CHIEF MARKETING OFFICER, WELSPUN



Global home textiles giant Welspun, the second largest supplier of home textiles to the U.S. market, is angling for a bigger piece of the international textiles business. That effort will cross multiple product categories and busi-

ness sectors along with a host of brands.

Last August, the major mill elevated two executives to global positions, appointing Mumbai-based Parekh CEO of global business and promoting U.S.-based Mooney to global chief marketing officer.

Parekh joined the company in 2009 as senior general manager of international marketing and moved up the ladder with a focus on building out the company's multi-national hospitality and retail businesses. He stepped into his new role as Welspun began to integrate its flooring & advanced textiles business units with the parent organization.

Mooney joined Welspun in 2018 as chief marketing and merchandising officer for the U.S. market. He is now responsible for expanding Welspun's brand strength and scale across the globe and boosting customer engagement in international markets.

He will also expand the U.S. division's Creative CO/Lab experience center to Welspun's other markets. Launched in 2022, the concept presents the seamless integration of all the steps in the product creation journey, starting with ideation then moving through design, sourcing, packaging, marketing and presentation.

Given Welspun's distribution network in more than 50 countries, Parekh and Mooney have a lot of their plates.

JULIE MCKENZIE, CEO, TRIDENT NORTH AMERICA



McKenzie joined Trident's U.S. team as chief commercial officer last spring following a short pandemic-era hiatus. Within a few months, she was promoted to lead U.S. operations and oversee a fundamental restructuring of its team into segments devoted to bedding and bath.

Around the same time or shortly thereafter, Trident North America also brought in industry veteran Daisey Martin (EVP - bedding) to lead the bedding category in the U.S. Kyra Fox joined as design director of bedding and Allison Kenny as director of sales for bedding to spearhead growth in the bedding space. Lena Villano joined as ad director of bath sales. Most recently, TJ Singla was named to the strategic role of chair of the Americas.

McKenzie began her career in retail with merchandising roles at Dillard's Department Stores and Walmart, then moved into licensing at Viacom / Nickelodeon. Her home textiles experience includes leadership positions at both Welspun and Himatsingka.

A Top 15 supplier of home textiles to the U.S. market, Trident has an established reputation in the bath business and has pushed into the sheeting arena as well. But it hasn't gotten as much credit or the traction it seeks for its fashion bedding. It's up to McKenzie and the new team to move the needle on that.

SATYA TIWARI, PRESIDENT, SURYA

Tiwari went on a shopping spree in 2023 in his quest to transform Surya into the Berkshire-Hathaway of the home furnishings industry.



The size of the company's core area rug business has long made it one of the Top 15 retailers of home textiles to the U.S. market. In recent years, it has been branching out into lighting, accent furniture and decorative accessories. Now, the company is buying its way into broader areas of the home business.

The process began last April, when Surya acquired Global Views, whose accent pieces and accessories sell into the higher-end interior design segment. Six months later, Surya grabbed RST Brands, an outdoor furniture company that sells directly to consumers as well as through retailers such as Wayfair, The Home Depot, Costco, Sam's Club, Target, Lowe's, Overstock and Amazon.

The coup de grace took place in November, when Surya snapped up the intellectual property of the luxury furnishings company Mitchell Gold + Bob Williams, which had abruptly ceased operations in August and collapsed into bankruptcy.

Surya plans to restart manufacturing and assembly operations at the facilities in North Carolina in early 2024 to serve the upmarket interior design community.

As the deal was closing, Tiwari told HTT sister publication Home Accents Today that he is open to more acquisitions, particularly with companies that lack a succession plan.

"Private equity cannot run our industry because it is so unique," he said.

HTT

People After Hours

From published author to local politician, cyclist to scuba diver, home textiles pros are hip on hobbies

■ Cecile Corral

DAVID BENNETT, CEO, MAINSTREAM INTERNATIONAL



Bennett's cycling career has two distinct chapters.

Chapter 1 started in his teens and early twenties when Bennett was selected for teams that traveled across the U.S. and Central and South America as well as the Caribbean. But

with no real prospects to make a living at competitive cycling, his racing career ended.

It would be 25 years before Bennett got on a bike again. He was 52, and within three years as a Category 2 rider, he ranked No. 1 in the country for his age category.

In 2019 he had one goal left: to win the Masters National Championship. Then the 2020 pandemic hit and races were canceled for nearly two years.

"With Mainstream International growing and my wanting to spend more time with family, Chapter 2 closed," said Bennett.

"Who knows if there will be a Chapter 3, but I must mention that none of my accomplishments would have been possible without the support of my business partner and wife, Carmelita."



GRETCHEN DALE, EVP, LOFTX

In the course her career, Dale had focused on getting promoted, making more money and building a business for whoever she was

working for. Then she donated towels to a local animal shelter.

"And so began an adventure that changed my whole life," she said.

Dale soon became a volunteer at that shelter, which set her on "a journey of joy, love and passion and a complete devotion to something that had remained untouched in my soul until then."

She added, "I did not get paid for my services nor did anyone say 'thank you'—but I discovered in myself a deep passion for animals, especially the old and sick ones and the special needs ones."

In 2013, she began writing a book titled "Tails of Joy" because every adopter she met told her that the special needs animals brought them so much joy.

Her book was published in 2014, and it continues to sell on Amazon today. All the proceeds go to special needs rescues.

She recently hosted a foster named Walker who came from a shelter and is smart and loving and has something to give the world.

"Walker needed a job, so we put him up for adoption and he was adopted by someone who wanted to train him as a therapy dog," she said.

He will be the subject of her next book, "Pawing It Forward."

"It is a work in progress, but saving animals and then writing about my experiences is truly an incredible experience."

NANCY FIRE, CREATIVE DIRECTOR NANCY FIRE DESIGNS



Fire loves growing flowers and veggies in her organic gardens.

"I created pollinator flower and herb gardens as well as organic veggie gardens. I spend most of my free time—when I am not on a plane traveling for

business—caring for the gardens," she said.

"And when I am not on land gardening, I am in my kayak."

DAVIDE HAROUNIAN, FOUNDER AND CHIEF EXECUTIVE OFFICER, HAROUNIAN RUGS INTERNATIONAL



About two years ago, as a new generation of family members began joining our company, Harounian found more time to become engaged in hobbies.

"One is learning how to paint, which has been very relaxing and rewarding," he said.

The other was building a pergola in his back yard and planting vines and trees—including grape, kiwi and American wisteria as well as climbing rose trees around [the pergola].

"They are all doing so well. In fact, I harvested a bunch of grapes this season. These are enjoyable fruits of my labor—but, for certain, I will not have a winery!"

He added: "These two have been the most relaxing and rewarding hobbies I started in the past two

years. I enjoy them so much that I wish I could have started them years ago."

JOHN HARRISON, GENERAL MANAGER, IMPORT DIVISION, CAPEL RUGS



Harrison marks his 30th anniversary with the company this year. But he's long had a side gig playing bass guitar and singing.

"I have played in multiple bands and in various different genres, but my main band plays covers of primarily classic rock, 80s dance

and 90s alternative, along with some blues and country," he said.

The group has now added a female vocalist and expanded to a broad playlist of 200 songs.

The band mostly plays on weekends these days, doing 15 to 20 shows per year, although over the years they've played clubs, private events and festivals across The Carolinas.

"I have been playing with a couple of guys for over 35 years. We wrote original songs back in the day, but now we just play cover songs. I don't necessarily look the part of a rock-n-roller, so it comes as a surprise to those who don't know me.

"Loading amplifiers and setting up PA equipment is a lot easier than when you are young. But I still love getting out and playing with the guys."

JONATHAN HE, DIRECTOR HIEND ACCENTS



He likes to step off the work treadmill and onto "something with a bit more zip"—in his case, that's anything with two wheels and a bit of adventure.

"Pedals and pistons—I'm an enthusiast for anything on two wheels. Whether it's conquering the rugged mountains

of Boulder (where I live) on my bicycle or feeling the engine's hum beneath me, I'm there," he said.

Since moving to Colorado, he feels like a kid in a candy store with all the riding opportunities. "Though currently it's more like a kid staring at a closed candy store, thanks to the winter chill. But hey, spring is just around the corner, right?"

BE MORE UNIQUE



THE ONLY PRODUCT DISCOVERY EXPERIENCE
THAT GIVES YOU MORE.

MORE HOME DECOR.
MORE OUTDOOR FURNISHINGS.
MORE OF WHAT YOU'VE BEEN MISSING.

ATLANTA MARKET
ANDMORE

SHOWROOMS: January 16–22, 2024
TEMPORARIES: January 17–21, 2024

Learn More and Register to Attend at
AtlantaMarket.com/Home

@AmericasMartATL | #AtIMkt

PRODUCT SOURCED FROM: PRODUCT SOURCED FROM CMA HOME, CODARUS,
CURREY & COMPANY, DANIEL RICHARDS, GLOBAL VIEWS, GRAZIANI, JAMIE
YOUNG COMPANY, PASHA FURNITURE, PINK LEMONADE AND WILDWOOD
TO THE TRADE | ©ANDMORE License SPE, LLC



BEN JONES, DESIGN DIRECTOR, MOHAWK HOME



Jones has been with Mohawk home for the past 15 years, but he also channels his creativity into a second profession.

"Outside of textile design, I run an illustration business where I

create licensed artwork for multiple companies in the entertainment industry, including Disney, Lucasfilm, Dreamworks and others," he said.

His work is also featured on his website, www.bencurtisjones.com.

JOHN MAPLES, CO-OWNER, MAPLES RUGS

Maples is a long-time biking enthusiast. His ride of



choice is a Specialized Epic hardtail mountain bike.

"I started cycling 20 something years ago with road biking but switched over to mountain biking as road biking became less popular locally and our group stopped

meeting," he said.

In July 2022 Maples joined a group of mountain bikers who meet every Wednesday evening at Lake Guntersville State Park to ride.

"This group has been riding together for decades so I'm the newbie. This time of year, we start the ride in the dark. We also gather post-ride to share snacks, beverages, and tall tales."

He also mountain bikes at several trail systems in Chattanooga.

BOB MARICICH, CEO, ANDMORE



Maricich is a lifelong fly fisherman. In fact, his entire family fly-fishes.

"I grew up in Montana fly fishing, and then years ago expanded to fly-fishing in saltwater in the Florida Keys. For me, it is more than a hobby – it's

a passion, too."

He added, "They say you forget your troubles on a trout stream or looking for fish from a skiff. But that's not quite it. What happens is, you begin to see where your troubles fit into the grand scheme of things, and suddenly they're just not a big deal anymore."

KEVIN O'BRIEN, FOUNDER, KEVIN O'BRIEN STUDIO (KOB'S)

O'Brien started his creative career with life drawing and painting, and never stopped.



"When I was 30, I realized I might need additional skills, and luckily at the time I was in Japan where textiles are a real art," he said.

That led to the design business that is KOB'S.

"Now it is 30 years

later, and I am still combining the textiles and the painting into an extremely rewarding career and business."

MONTY RATHI, CEO, KALEEN

Rathi is a music lover, and his hobby is attending



EDM (electronic dance music) festivals around the world.

For the past six years, he's been going to Tomorrowland Belgium, which is the largest festival on the planet. "And in 2024, I'll be going for my seventh year! I'm unstoppable!"

"At Tomorrowland, DJs play their beats across electronic, trance, dance, techno and other music genres. The experience is always amazing with lots of positive vibes. It energizes me and I always make new friends from around the world."

WENDY REISS, VP OF SALES AND NATIONAL ACCOUNTS, KAS RUGS

Reiss learned tap dancing as a child, taking lessons



and performing in recitals. After a hiatus, she is back at it.

The studio where her

daughter has danced for many years began offering adult tap classes, so Reiss got back into it. She was thrilled to return to live performance in a recital this past May.

"We came up with a costume plan and everything. We danced to George Michael's 'Faith' and performed on stage to a full audience during the recital," she said. "It was a ton of fun."

Dancing was put back on hold last fall after she tore her meniscus (doing something else).

"I do hope to get back into it in the not too distant future," she said. "It's an amazing workout and so much fun."

CATHY STEEL, PR DIRECTOR, ANDMORE

Steel is an active member of the League of Women Voters board and spearheads their national voter registration efforts.

In addition, she was recently elected to her fourth term on the Representative Town Council in Greenwich, Conn., which is the nation's fifth-largest elected body with 230 members in 12 districts.



She represents District 11 as a delegate on the Health & Human Services Committee, which oversees the town's Board of Health, Board of Human Services, Commission on Aging, Greenwich Emergency Medical Services and more.

"I enjoy volunteering as an elected member of our town's legislative body," she said. "It's an important responsibility, and I appreciate the opportunity not only to influence how our tax dollars are spent but also to make decisions that directly impact the quality of life for the citizens of Greenwich."

GREG WYMAN, RETAIL AND BUSINESS DEVELOPMENT GURU, JEWEL BRANDING

Running was never Wyman's thing. But one day, he



decided to go for a little run.

Soon enough, Wyman began training for his first 5K. He has now run eight marathons, over 30 half-marathons and

countless other races for a total of 132 races since he began running 13 years ago.

"One core truth I've come to believe is that every goal in life and running can be achieved incrementally. If you can do a 5K, you can train yourself to do a 10K, and so on until you reach the marathon."

He added, "The marathon is not an event where you wake up one day and tell yourself, 'I'm going to run 26.2 miles today.' You have to put in the work. Anything can happen from suffering an injury in training to experiencing bad weather on race day. But still you persist, committed to that goal."

Today, Wyman is an active member of the Atlanta Track Club, a group of runners who get together to run every weekend.

JENNY ZHU, FOUNDER & CEO, LUSH DÉCOR HOME




Like most executives, Zhu is a metaphorical juggler – keeping all the balls up in the air at Lush Décor Home for the past 15 and a half years.

But she also, literally, can juggle.

Zhu learned this skill when she was growing up in a remote village in China. There weren't any toys around to play with, so her parents sewed small balls of fabric stuffed with beans. She and other girls in the village learned how to juggle and to do a rainbow throw – a soccer term that involves taking the ball between one's feet, jumping up in the air and arcing the ball. **HTT**

THE SUBTLE TOUCHES OF MODERNITY

by paramount 



Paramount Textile Mills (P) Ltd., 

Thirali, Thirumangalam,
Madurai District, Madurai – 625706, Tamil Nadu, India
marketing@paramounttextiles.co.in +91-4549-421770
www.paramounttextiles.net

**Visit us at Hall 10.2 – D70 – Messe Frankfurt
9th – 12th January 2024**



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100



Walmart Investments in Commercializing Circular Textiles

Walmart has added additional financial heft to a project dedicated to textile-to-textile recycling systems.

The company's Walmart Foundation issued a new \$1.5 million grant to Accelerating Circularity, a non-profit that has been working with industry stakeholders since 2021 to assess new circular supply chains and business models.

The latest grant is intended to build on the initiative's previous work. It supports:

- Commercializing textile-to-textile recycling at standard production scale volumes
- Developing additional circular fibers, yarns and fabrics
- Expanding into new geographies to establish sustainable circular supply chains

that include all of North and Central America

- Creating tools that allow users to optimize the flow of used textiles through channels that have the highest potential for circularity or greenhouse gas reduction benefits
- Educating and engaging brands, retailers and institutions on responsible disposal pathways for used textiles in order to reduce the amount of end-of-life textiles moving through landfills

Members of the U.S. steering committee include Target, Gap Inc., Eastman, Lenzing, Milliken, Renewcell and Unifi along with Nike, VF Corp., Geotex, Gr3n and Bank & Vogue.

Accelerating Circularity is inviting more companies to participate in the feasibility project by contacting info@acceleratingcircularity.org.

"We are fortunate to have the support of the Walmart Foundation to do this next level of work and move closer to realizing our vision of a world in which textiles are no longer wasted," said Karla Magruder, founder and president of Accelerating Circularity.

HTT



FIBER-SHED TEST BY UNDER ARMOUR AVAILABLE TO THE INDUSTRY

The breakthrough fiber-shed test method developed by Under Armour is now being made publicly available.

Developed to help industry address the threat that microfibers and microplastics pose to the planet, the project is part of the company's goal for 75% of the fabrics in its products to be made of low-shed materials by 2030.

Under Armour has now teamed with James Heal, a precision testing solutions supplier, to create fiber-shed test kits for industry use that employ the company's simplified, repeatable method.

In addition to making the test method publicly available for purchase through James Heal, Under Armour has provided complimentary test kits to high-volume textile mills in its global supply chain to encourage early intervention.

"Sustainability is a team sport, and we are thrilled to make this innovative measurement alternative widely available to the industry as we leverage it across our own brand," said Michael Levine, VP & chief sustainability officer for Under Armour.

As part of the partnership, the companies are receiving continued support and technical guidance from testing service provider Hohenstein.

"As one of the leading research and test labs for textile fiber-shedding, this new method perfectly complements our current testing

portfolio," said Dr. Timo Hammer, CEO at Hohenstein.

In addition to identifying the shedding property of fabrics, Under Armour is exploring techniques to redevelop high-shed fabrics, such as mechanical finishes and yarn formations that can support reduced shedding. **HTT**



Under Armour has provided complimentary test kits to high-volume textile mills in its global supply chain to encourage early intervention.



BE MORE BOLD



UNLEASH YOUR CREATIVITY AND DISCOVER DÉCOR THAT SPEAKS TO YOU.

LAS VEGAS MARKET
ANDMORE

@LasVegasMarket | #lvmt

Talkative interiors. Decorative accents
Contemporary finds.

January 28 – February 1, 2024

Learn More and Pre-Register at LasVegasMarket.com

BIRLA CELLULOSE INTRODUCES ALGAE-POWERED FIBER

Viscose staple fiber producer Birla Cellulose is working toward a new sustainable solution for textiles.

The manufacturer has signed an agreement with clean textile innovation company Algaeing to develop and introduce a unique, algae-powered cellulosic fiber that is environmentally friendly and offers multiple benefits to the end-user.

Infused with algae's varied hues, the fiber will offer a palette of naturally occurring colors, eliminating the need for traditional dyeing processes.

"This developmental collaboration with Algaeing aligns well with Birla Cellulose's focus on offering more sustainable fibers to consumers. We are keen to develop and scale this innovative new cellulosic fiber in collaboration with Algaeing," said Dr. Aspi Patel, chief technology officer of the Aditya Birla Group and Birla Cellulose.

The fiber offers additional advantages, such as toxin-free production and enhanced first-of-its-kind user benefits stemming from the nutrients, minerals, antioxidants and botanical properties inherent in the algae added to the fiber, the company said.

Renana Krebs, co-founder and CEO of Algaeing, said the collaboration with Birla Cellulose marks a significant milestone in the mission to detoxify the textile industry.

"Joining hands with a global leader like Birla Cellulose amplifies our impact, allowing us to bring affordable, superior products to consumers and branch into new industries. Together, we are carving a path for a brighter future, where fashion and sustainability seamlessly converge," she added. **HTT**

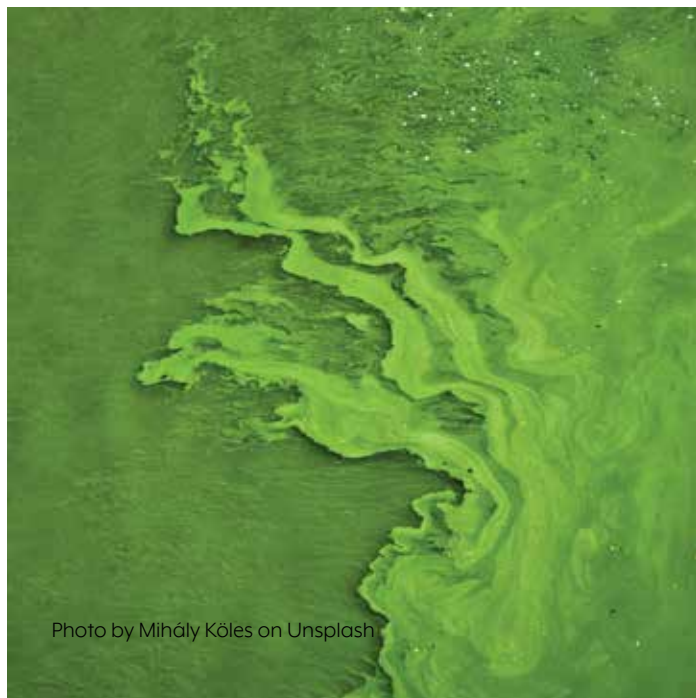


Photo by Mihály Köles on Unsplash

HEIQ UNVEILS SKIN CARE TEXTILE TECHNOLOGY

Performance technology innovator HeiQ is introducing what it describes "skincare through textiles."

Designed for next-to-skin home textiles and apparel, the 100% bio-based synbiotic textile finish is designed to provide a balanced microbiome for glowing skin, even after repeated use and washing of textiles.

The slow-release prebiotics and probiotics are integrated into a biobased textile matrix, enriching the skin's microbiome diversity and offering long-lasting cosmetic benefits, the company said.

Probiotics restore and improve the skin's natural balance; they also enhance its self-repair capabilities. Synbiotics promote skin renewal, rebalancing and improving appearance, reducing the signs of aging and establishing a favorable environment for the skin's natural repair mechanisms.

The technology is applicable to all textile fibers, both natural and synthetic.

"HeiQ skin care represents a leap forward in textile innovation, combining the power of probiotics and prebiotics to enhance skin microbiome and overall skin appearance," said Mike Abbott, head of the company's textiles and flooring business unit.

HeiQ Skin Care is the latest addition to the company's biobased product range, which also includes HeiQ Allergen Tech, HeiQ Mint and HeiQ Cool.

The company will be showing the new technology at the Heimtextil trade fair in Hall 11.0, stand B60. **HTT**



Synbiotics promote skin renewal and enhance self-repair capabilities.



Warming Comfort



Warming
blanket
with dual
Safety Ease
controls



**Westinghouse has
what you need to stay
comfy and cozy.**

See us at HEIMTEXTIL 2024, January 9 -12:
Hall 10 Level 3 Booth A31C, Messe Frankfurt
261 Fifth Avenue, Suite 2201, New York NY 10016
westinghouseblanket.com · kata-home.com
sarah@kata-home.com / jshen@kata-home.com

KATA
HOME FASHION

® and Westinghouse are trademarks of Westinghouse Electric Corporation, Used under license by Zhejiang Kata Technology Co., Ltd. All Rights Reserved.



Show organizer Messe Frankfurt will host a larger group of exhibitors this year, including companies that have not exhibited since before the pandemic.
(Photo: Messe Frankfurt GmbH / Thomas Fedra)

Heimtextil 2024 Opens its Doors with A New Category and Reworked Layout

This year, Heimtextil is reopening two halls that went unused at the 2023 expo, one of them focusing on a product category that had previously been dispersed around the fairgrounds.

The 2024 edition of the international home textiles show creates a dedicated space for carpets and rugs in the newly renovated Hall 5.1. The displays will feature rugs, runners, handmade and custom-made carpets, machine-made woven carpets, mats and dirt-absorbing carpeting.

The segmentation is designed to appeal to international wholesalers as well as DIY and home improvement stores, furniture retailers, home furnishing stores and specialized retailers.

Approximately 100 manufacturers and brands will take part in the inaugural exhibition group.

The machine-woven group includes manufacturers such as Merinos Hali, Oriental Weavers Group, Ragolle Rugs, Universal XXI, Verbatex and the Belgian association Fedustria and its members. Other global brands such as Nikotex Carpets from Greece and the Italian manufacturers Fini Cop and Royaltex represent the range of machine-woven carpets.

India is the focus nation in the area of hand-woven carpets. In addition to the diversity of Indian craftsmanship, the presentation also reflects the focus on sustainability and CSR. Companies including Heritage Overseas, Mittal International, The Rug Republic, Vini Decor, Rugs Inc, Rugs in Style and the Indian

association Carpet Export Promotion Council will be exhibiting.

Many well-known Indian producers will be represented among the manufacturers of rugs and floor mats. These include Classic Coir Factory, Floor Decor, Fibre World and Tufko International.

Attendees will find other changes as well:

- Heimtextil Trends 24/25 will return to Hall 3.0 after its 2023 relocation into Hall 9.0.
- Window & decorative fabrics will move to Hall 3.1, putting the collections in proximity with furnishing fabrics in Hall 4.0.
- The fibers & yarns product segment for decorative and furniture fabrics, which launched with the 2023 show, will be expanded and presented together with Interior.Architecture.Hospitality and Decorative & Furniture Fabrics, once again in hall 4.0.

Show organizer Messe Frankfurt will host a larger group of exhibitors this year, including companies that have not exhibited since before the pandemic. As of late October, the number of exhibitors booked was running more than 8% above the show's January 2023 edition – which had marked the first full return of Heimtextil since the pandemic.

The trade fair in fall 2023 had registered more than 2,600 exhibitors, building on the 2,400 companies that showed at the previous show. **HTT**

Donna Sharp®

American Heritage
TEXTILES



Introducing our NEW Cotton Pieced Quilts from Donna Sharp, available in 2024! Crafted with attention to detail, these timeless quilts will add elegance and beauty to your home. Soft and breathable quilts designed for classic or contemporary charm!

"We believe that our quality and authenticity in design separate us from our competitors," says AHT owner, Farmer Li. "Our inspiration is based on the belief that sharing our specially designed bedding, generation to generation, is a timeless tradition that cultivates love and togetherness."

The company was founded in 2017 when Mr. Li purchased the assets of Donna Sharp, Inc. Headquartered in Shepherdsville, Ky., American Heritage Textiles operates two primary brands: Donna Sharp, which was founded in 1981 and has become a premier brand of uniquely beautiful and expertly crafted quilts; and Your Lifestyle by Donna Sharp, created in 2017 under the parent company, American Heritage Textiles. Your Lifestyle carries a modern-day brand offering of bedding for today's younger family.

NEW Cotton Pieced Collections

Available in early 2024



Checkerboard Indigo



Star & Stripe



Prairie



Appalachia Plaid



Indiana Farmhouse



Wild One Patch

donnasharp.com | 888.810.1003

CONTRACT LIBRARY PRESENTS FORWARD-LOOKING FUNCTIONAL TEXTILES FOR INTERIORS

A jury-selected group of “future-proof” textiles solutions will be on display at Heimtextil within the Interior.Architecture.Hospitality program.

The Hospitality Library will present innovative functional textiles from selected exhibitors, including Edmund Bell, Futura Leathers, Marburger Tapetenfabrik, Proneem, Textafoam or Vanelli Tekstil. The material library focuses on the following properties: flame-retardant, sound-absorbing, lightfast, antimicrobial, dirt-repellent and scrub-resistant.

A large number of companies presented offer products for consideration by the expert panel, which included Gerhard Sperling (German Home Textile Industry Association), Jasmin Grego (GREGO/Jasmin Grego & Stephanie Kühnle Architektur) and Felix Diener (Marburger Tapetenfabrik).

“The technological developments of functional textiles have taken on an impressive dynamic in recent years, which the submissions for the Interior.Architecture.Hospitality Library 2024 have once again confirmed,” said Sperling. “It was not easy for us to make a selection, but in the end, we were able to present a result that really reflects the new state of the art for functional textiles.”

The curated material library will be featured on the boulevard in Hall 4.0. The material library is also available online at <https://textile-library.com>.

In addition, the three jury members will personally guide Heimtextil attendees through their selections as part of the trade fair's Interior.Architecture.Hospitality Talks & Tours series. **HTT**



Jury members who curated the innovation library will guide Heimtextil attendees through their selections as part of trade fair's Interior.Architecture.Hospitality Talks & Tours series. (Photo: Messe Frankfurt GmbH / Thomas Fedra)

JURY SELECTS INNOVATIVE TEXTILES FROM THREE YOUNG TALENTS

Unusual fabric, functional concepts and fabrics with emotional value will be on display at Messe Frankfurt as part of the Heimtextil University Contest.

This year, among the 28 works submitted, three artists will be given the opportunity to present their work exclusively at Heimtextil 2024. Their exhibition stand will be located in Hall 3.0 in the New & Next area.

Rebecca Milautzcki describes her work, titled Below the Pattern, as follows: “The ambiguity of the work lies in the regulated development scheme and the four defined pattern dimensions that form an aesthetic, constructed formulation of ambiguity. It is enacted through the combination of translucency, materiality and three-dimensionality of the bonding structures.”

Working on her Master's in Textile Art / Textile Design, Tasja Videmšek developed this project in collaboration with the Westsächsische Hochschule Zwickau. She is presenting the colorful and functional design called Home textiles inspired by Bauhaus.

“I focused on modularity of products, developing a modular tufted rug which can be freely assembled into different compositions depending on the needs of the space. Inspired by the Bauhaus movement, several design areas were explored, preserving the vision of the movement, and placing it in an environment of a contemporary home.”

She is studying Textile and Fashion Design at the University of Ljubljana and was also able to develop the result as part of her Master's degree.

Svenja Bremen, a Master's graduate in Fashion Design / Costume Design / Textile Design at HAW Hamburg, is the third winner of the contest.

“Soft memories” is a design research project in which I explored textiles as a potential memory. It was especially important to me to find a way to embed personal memories into the fabrics to enhance their value and promote respectful interaction. I want the textiles to be much more than mere fabrics; they serve as powerful means of communication, carriers of meaning, and memory,” she said.

Heimtextil organizer Messe Frankfurt believes strongly in investing in knowledge transfer, said Olaf Schmidt, VP of Textiles & Textile Technologies at Messe Frankfurt.

“The industry needs young and unconventional approaches, which we want to promote and develop with our University Contest format,” he added. **HTT**



Photo by Rebecca Milautzcki



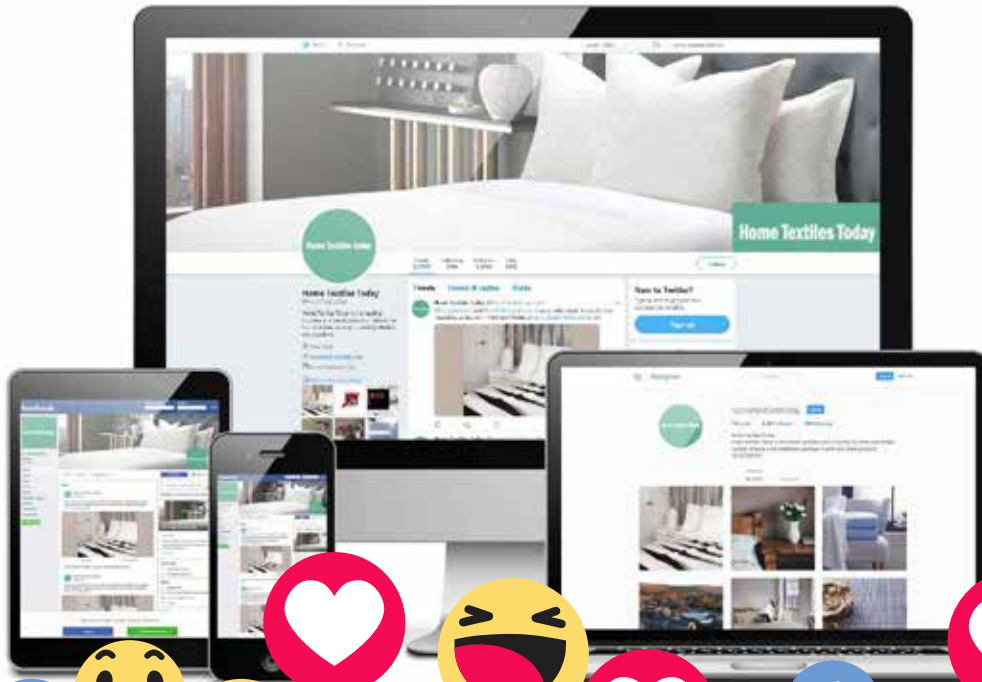
Photo by Svenja Bremen



Photo by Tasja Videmšek

Social Media Is The Most Engaging Way To Reach Customers.

Use Our Audience To Grow Yours.



Our family of brands has over 100,000 organic followers in our social network, and when coupled with our website social pixels, totals an expanded audience of over 300,000. Partnering with us allows you to cut through the noise and reach your target audience in a way that's equal parts engaging, and cost effective. We offer LIVE social videos, targeted ads, sponsored posts, exclusive takeovers and more. For more information, contact your Account Executive.

Home Textiles Today

HFN
FurnitureToday

hat
HOME
ACCENTS
TODAY

DESIGNERS
style. substance. soul.
GIFTS
& decorative accessories



Ahmed Fine Textile Mills

Ahmed Fine Textile Mills, part of the Fazal Group in Pakistan, is introducing a collection of hemp towels. Made with 100% hemp fibers, the towels are naturally antimicrobial and odor-resistant. Woven to provide an ultra-soft hand, the towels are available in a variety of sizes and colors. Hall 10.4 A41

American Textile Industries

American Industries is showcasing an array of digitally printed and embroidered kitchen & bath towels, some featuring new novelty techniques. Seen here is a set of embroidered velour hand towels for fall 2024. Hall 10.1 B83



Caldeira

Caldeira will present a range of cut-velvet, tapestry, outdoor and holiday pillows from two stands at Heimtextil, including this Christmas collection. The UK stand will show products aimed at mid-market and high-end retailers around the world while the China stand will offer products at popular price points.
Caldeira UK: Hall 12 D71
Caldeira China: Hall 6.0 D30

FIND THE MISSING PIECES WHEN YOU SUBSCRIBE



You deserve the full story - in the easy-to-read digital or print editions - plus all the perks of being a subscriber.

Get all the pieces when you subscribe!

<http://bit.ly/gethometextiles>





Coelima by Marbera

Coelima by Marbera is expanding beyond its traditional bedding products with new bedding solutions including jersey sheets, homewear, sleepwear and pet products. In addition to introducing hotel luxury looks, the Portuguese manufacturer will also show luxurious flannel bedding, seen here. Hall 12.1 Stand E46.

Creative Group

Creative Group lays claim to being the largest vertical microfiber bedding supplier out of India. In addition to bedding made from cottons, CVC blends, linen, silk and bamboo, the company will spotlight a flannel collection (seen here) made from its in-house, vertically integrated flannel machinery. Hall 10.2 D90





Ciclo

Ciclo's textiles technology will be featured in the Trends section of Heimtextil. The patented solution is used for bio-engineered textiles that enhance biodegrading. Seen here is Farm to Home bedding from Kadri Wovens. Trend Hall 3.0



Indo Count

Indo Count is introducing bedding that combines fashion and sustainability. New for the European market, the multi-category manufacturer from India premieres the Reloop Regenerative Cotton collection. The advancement is focused on farming techniques that build and improve soil health while reducing CO₂, increasing farm diversity and improving water and energy management. Hall 10.2 C41



Neiper Home

Portuguese manufacturer Neiper Home is taking a new approach to eco-friendly products with its Make It Bio collection. Created in collaboration with NGC (Next Generation Chemistry) the collection replaces petrochemicals with biochemicals. The collection boasts energy savings of up to 50%, cuts CO₂ emissions by up to 60%, reduces water use by 40% and reduces production time by 30%. Hall 12.1 C27



Paramount Mills

Paramount Mills produces bespoke fine linens from its vertical manufacturing plant in southern India. Its cotton luxury bedding includes sheets, duvet covers, comforters, blankets and throws.

Hall 10.2 D70



Towellers

Towellers is showing sustainable collections in towels, knit bedding, blankets and baby products that it characterizes as part of the eco-luxury revolution. The Pakistani manufacturer's constructions include organic cotton, BCI cotton, bamboo, recycled cotton and recycled poly blends.

Hall 10.1 A63



Suzhou Wintex

The Cozy Soft woven throw from Suzhou Wintex achieves a 3D effect through the interplay of varying thicknesses of warp and weft yarns. Underscoring the Chinese manufacturer's commitment to sustainability, the throws are crafted from recycled polyester yarn that has been woven to create a soft hand.

Hall 10.3 F10E

Trusted. Targeted. Connected.

Advertise with Home Textiles Today And Grow Your Business

The B2B landscape is ever-changing and so are home textiles retailers.

But through it all, Home Textiles Today remains the one constant.



The Industry's Most Trusted Resource

Reaching key decision makers on a global scale.



The Industry's Most Targeted Data

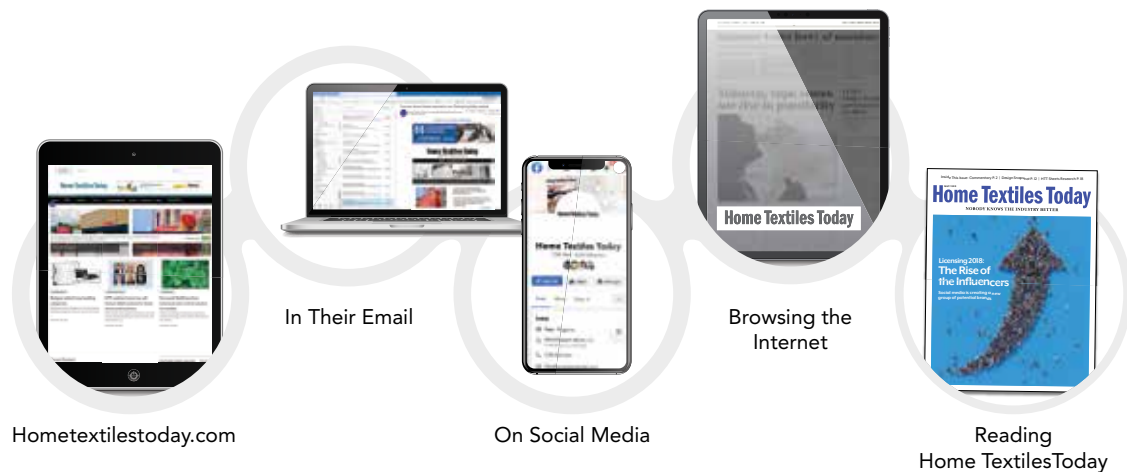
Our first-party data ensures your message is delivered to the right audience in an efficient and ethical way.



The Industry's Voice Connecting Manufacturers And Retailers

An actively engaged audience across email, web, social, print and events.

Whether your goal is to increase brand awareness, sell product, or capture high-quality leads, our experts can custom tailor an advertising program with the right audience, message, timing and budget. Remind and reinforce your message across multiple channels, including:



Contact us today and put the power of Home Textiles Today to work for you.

Chris Denby | 843-693-0898 | cdenby@hometextilestoday.com

Home Textiles Today

www.hometextilestoday.com/advertise

Part of the  **BRIDGETOWER MEDIA** network

Time to Refresh. Early 2024 Trade Shows

Bring on the New

The key U.S. winter markets for home furnishings, décor and gifts will feature educational sessions and other activities.
(Photo: Andmore/Atlanta Market)



It's going to be a busy January as buyers hit the three signature winter markets in the U.S. for home products.

The action begins with the Dallas Total Home & Gift Market, which runs from Jan. 10-16, where The Temps section is expanding to include new categories and destinations as well as hundreds of new exhibitors.

More than 40% of the exhibitors in the Temps are new to Dallas Market Center. According to a release from Dallas Market Center, its Temps leasing team spent months traveling to shows, fairs, festivals and bazaars across the U.S. to source this year's newcomers.

World Trade Center 10 will be the destination for design and home décor featuring curated home collections in High Style Dallas, High Style Boutique and the new Home, Home Textiles & Fine Linens.

High Style Dallas aims to gather the "best of the best" in gifts and décor, including home accents, artwork, decorative soft goods, tabletop, gifts, accessories, children's items, paper products and more. Featured vendors include 727 Sailbags, Prince of Scots, Molinos Handicrafts, Laura Park Designs and many others. High Style Boutique's new Home resources include Briarwood Lane, The Mood, Annie Sloan Interiors, LuxeLifestyleDecor, Lucky Textiles and Magic Rugs.

Atlanta Market, which takes place Jan. 16-22, will see six of its more than 30 temporary product categories relocate. With this change, 1,400 temporary exhibitors will be housed across nine floors in Buildings 2 and 3.

To accommodate the move, 70 Home Accents & Home Furnishings and Fine Linens & Home Textiles resources will relocate from Building 1 to Building 2, joining Home Luxe on Floor 2 and consolidating all home décor exhibitors together onto one floor. In line with this change, four housewares, tabletop and specialty food categories – Gourmet, Gourmet Luxe, Housewares, Tabletop & Entertaining, and Tabletop Luxe – will be presented together on Floor 3.

Following its Summer 2023 Atlanta Market debut, Modern Maker will also move, relocating to Building 2, Floor 1 and joining High Design and High Design Luxe.

In a continuation of show organizer Andmore's partnerships with three trade organizations, specialized product offerings juried by the groups will add to the winter buyer experience.

The Museum Store Association's The Gallery Collection will return to Building 3, Floor 2 with a curated collection of 21 exhibitors showing books and fairtrade, garden and home décor goods. Georgia Grown will bring 16 Georgia-native brands to

market in Building 2, Floor 4 and the Greeting Card Association's featured Noted Village will be back in Building 3, Floor 5 with 10 exhibitors showcasing on-trend greeting cards.

The whirlwind January show series winds up with Las Vegas Market, which takes place from Jan. 28 to Feb. 1.

This season, Andmore is turning to design influencers to help Las Vegas Market amplify design and retail trends.

Dubbed "The (A) List," the move is part of a new, multi-modal influencer program that will spotlight the perspectives of top-tier designers, giving buyers a "deep dive into the must-haves of the season," per a release. The "(A) Listers," will share their insider market knowledge on Las Vegas Market's Instagram page, collaborate on a "Build A Room" initiative and host a trend-driven seminar as they guide followers through the world of design.

"The (A) List program combines elite insights with topical trends to build an ongoing community centered around design inspiration," explained Karen Olson, Andmore's executive vice president and chief marketing officer. "With these three tastemakers spearheading dynamic discovery, this program covers the breadth, depth and innovation of Las Vegas Market through an expert lens." **HTT**

-By Adelaide Elliott and Vicky Jarrett

Cloud 9 Design

Multicolored marble printing meets gold foil luxury on the Amalfi duvet cover being introduced by Cloud 9 Design.

Atlanta: Building 1, 9th Floor, A16

Las Vegas: Building C, The Salon, C-0596F



Creative Co-Op

Creative Co-Op's hand-woven cotton crocheted canopy, seen here in the mint colorway, is made from high-quality cotton for durability. The canopy is 16 inches round and 120 inches long.

Atlanta: Building 2, 1080-1087A

Dallas Trade Mart: Suite 2802

Las Vegas: Building C, 712, 788 & 796



Bloomingville

Bloomingville's sheepskin orb pillow comes with a polyester insert fill. The pillow can be used as a backrest, a headrest or a decorative accent.

Retail: \$79.99 EA

Atlanta: Building 2,
1080-1087A

Dallas Trade Mart: Suite
2802

Las Vegas: Building C,
712, 788 & 796



C&F Home

C&F Home elevates outdoor decor with the Butterfly Garden lumber pillow. The design is machine-embroidered onto eco-conscious 100% polypropylene performance fabric.

Atlanta: Building 2, 1222

Dallas Trade Center: Suite 219

Las Vegas: Building C, 701

Ocochi

Ocochi is a boutique all-natural bedding company offering non-toxic and luxuriously soft bedding.

Atlanta: Building 2, Booth 2-425

Las Vegas: E-1724



Elisabeth York

Suman Navy from Elisabeth York is inspired by hand-woven heirloom jacquards. Handcrafted from 100% cotton, the bedding features a paisley design in deep shades of blue.

Atlanta: Building 2, 1222

Dallas Trade Center: Suite 219

Las Vegas: Building C, 701



Heritage Lace

In addition to the Floret shower curtain, Heritage Lace is introducing new designs in table linens, doilies and decorative pillow covers.

Atlanta: Building 1, 9E 1-3

Las Vegas: Building C, 189



Kalalou

Kalalou sets the mood for Halloween with a seasonal seagrass table runner.

Atlanta: Building 2 Room 1022

Las Vegas: Building C, 604

Gift for Life

UNITING*Our* **INDUSTRY.** | **FEEDING***Our* **HUNGRY.**

Since 1992, **Gift for Life** has united the gift and home industries for common good. Together, we have raised more than \$6 million—first to fight HIV/AIDS and now to support crisis-related hunger relief via **World Central Kitchen**.



PARTICIPATE.
DONATE.
FEED THE HUNGRY.
FEEL THE GOOD.



GIFT
FOR
LIFE

Connect: [f](#) [i](#) [in](#)
www.giftforlife.org



SDH Enterprises

The Purists Milos collection from SDH Enterprises is woven in Italy from 55% linen and 45% Egyptian cotton using all-natural, undyed fibers.

Atlanta: Building 1, 9A-11

Xplorer Maps

California State Map flour sack kitchen towels from Xplorer Maps feature digital pigment print on a ground of 100% cotton. The towels measure 18x24 inches. Las Vegas: E-650



Sharp Think

Sharp Think's Priya collection rugs feature a jute blend power-loomed in Egypt. Each pattern is created from a high-quality scan of a vintage rug.

Las Vegas: Building B, 201



Trans-Ocean

Trans-Ocean's Frontporch area rugs and mats feature whimsical motifs designed by Liora Manné. The pieces are hand-tufted in China in a blend of polypropylene and acrylic pile for indoor/outdoor use.

Las Vegas: Building C, 475

COMING IN MARCH

NEW YORK HOME FASHIONS MARKET WEEK COVERAGE

*Complete coverage of the new product and
business trends shaping the industry.*

Space Close: February 16, 2024

Home Textiles Today

www.hometextilestoday.com



5 Big Questions for 2024



WARREN SHOULBERG
EDITOR AT LARGE

I like to call 2024 the year of living a little less dangerously.

A lot of the big question marks that have hung over the industry like a wet blanket have either been resolved or simply gone away.

That said, there are of course new ones, though at least on the onset they do appear to be a little less daunting to deal with.

We know now that the American economy is unlikely to plunge into a recession. Interest rates have probably topped out, and even if they will probably not retreat at any substantial rate they are as bad as they are going to get.

And the entire soap opera drama surrounding the ultimate fate of the industry's one-time largest retailer, Bed Bath & Beyond, is over... even if it's been replaced by a new one, albeit at a significantly lower scale.

Which is not to say it's time to put your Pollyanna bonnet on and start doing a victory dance. Far from it.

I think the questions that need to be asked about this new year are of a somewhat less severe nature.

I just think the questions that need to be asked about this new year are of a somewhat less severe nature. Still, there are questions.

1. Will the new Bad Bath & Beyond be successful? Why not start where we were left off. At first, this acquisition seemed like a no-brainer for Overstock, and it offered enormous hope for suppliers who lusted after the potential of the retailer under its new owners. Recent developments – private equity getting its face in the place, CEO fired, COO seemingly pushed out – have significantly dimmed the picture. At this point the industry will be happy with a functioning BBB. Anything beyond that is gravy.

2. Can Wayfair break into the black? It is a big player in the business, and it needs to succeed for the vendors who sell it to do the same. So far, it's not clear that will happen anytime soon despite some modest improvements in its business. This could be the year it finally matters.

3. Will Macy's remain independent? A late-year potential bid by two investor groups to take the big department store retailer private and into unknown territory came out of nowhere (they usually do) and threatens to end poorly (they almost always do). This one could be bad...very bad.

4. Can New York Market Week become less dysfunctional? No. I know this is my soapbox issue but ultimately a disjointed, disorganized trade show is not in the best interests of the entire industry.

5. Will business get better in 2024? Yes. But only a little bit. The good news is that it's probably not going to get worse.

I've got the questions...but not all the answers. **HTT**

HOME TEXTILES TOMORROW:

Cotton Compost

Photo by Gabriel Jimenez on Unsplash

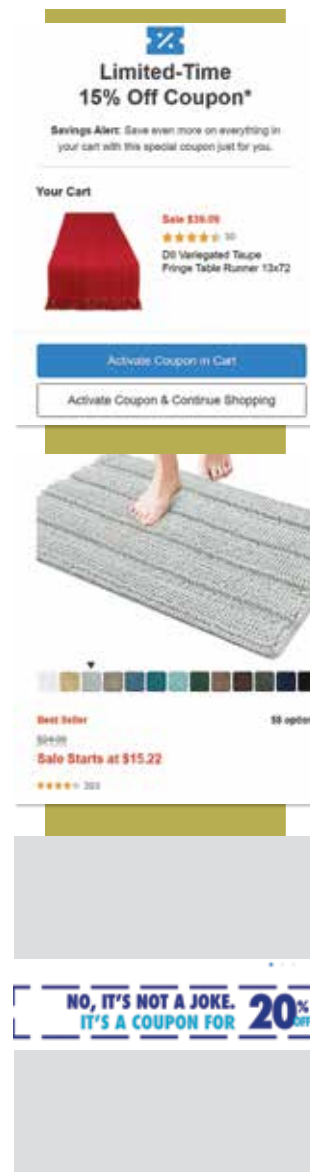


Here's a new use for old sheets and towels made of cotton: compost. Farmers in Australia have been planting shredded bedsheets, clothing and other cotton waste into their soil to test the results. Turns out the recycled fibers remove a lot of CO2 from the atmosphere, which if I remember my high school chemistry is a good thing. It also reduces the run-off from fertilizers. All thread counts are accepted we understand.

THE GOOD, THE BAD & THE UGLY:

Bed Bath & Beyond

What better way to start the new year than an online trip to the resurrected BBB, now well into its new life as part of the rebranded Overstock.com. It's still very much a work in progress, but shoppers, suppliers and those of us with fond memories are hoping it all works.



THE GOOD

- Yes, the Big Blue Coupon lives on, prominently featured as soon as you call up the website. It's no doubt the single thing returning shoppers want to see.
- We like the idea of featuring Brand Ambassadors...even if we don't quite know who most of them are. But younger shoppers probably do, and this is a nice hook.

THE BAD

- The soft home assortment still leaves something to be desired. We liked seeing some old familiar names like Laura Ashley and Waverly, but some more brands – from the BBB good old days – would be better.
- The product mix remains very promotional. So was the old Bed Bath, but it mixed in some high-end, aspirational goods for a premium customer. They are few and far between now. A missed opportunity.

THE UGLY

- We didn't get the headline "No, It's Not a Joke" in the promo for the coupon. To loyal BBB shoppers, the coupon was a very serious matter and nothing to joke about. The new merchants should know better.



KENNETH COLE

NEW YORK



Let our pillows do the talking.

We offer thousands of statement-making pillows for every season, style and budget - ready to drop ship within 24 hours. Mix them, match them or pair them with our other accessories. For added convenience, we offer poly or down inserts.

DALLAS MARKET | IHDC 1D321

SURYA

RUGS

FURNITURE

LIGHTING

TEXTILES

WALL DECOR

SURYA.COM

@SURYASOCIAL