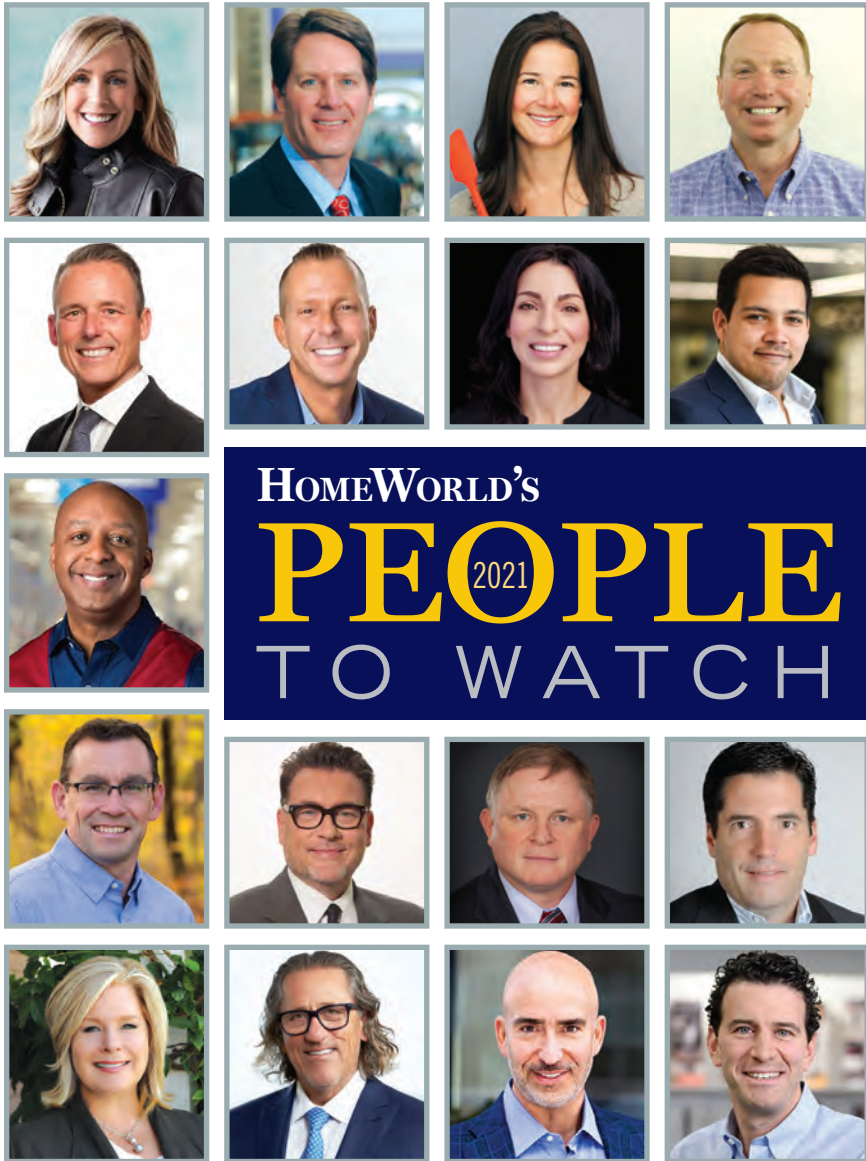


HOMEWORLD[®]

B U S I N E S S



HOMEWORLD'S PEOPLE TO WATCH 2021

HomeWorld's 15th annual "People To Watch" issue showcases a diverse group of leaders who are expected to have a significant impact on the housewares industry going forward.

PROFILES BEGIN ON PAGE 12

Safety Focus Prompts August Inspired Home Show Timing

By PETER GIANNETTI
Editor-in-Chief

CHICAGO— Vendors and retailers told HOMEWORLD BUSINESS[®] the mid-summer timing of the rescheduled 2021 Inspired Home Show is too late to shape most fourth quarter retail programs next year, but many agreed the move was sensible in light of the continuing COVID-19 pandemic.

The International Housewares Association, citing industry safety concerns regarding the original March 13-16 schedule for next year's Inspired Home Show, recently postponed the 2021 show until August 7-10 at Chicago's McCormick Place. IHA cancelled the 2020 show this past March as the coronavirus outbreak escalated.

"As the pandemic continued into the summer, we had multiple conversations with our board of directors, exhibiting members and retail buyers, all of whom were experiencing apprehension about the ability to safely convene the industry as soon as March of 2021," said Derek Miller, IHA president. "While the show continues to be a critical part of their

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INSIDE



Supermarket Report

The pandemic is bringing supermarkets to a crossroads. **Page 11**

"If Clarisonic can teach us anything, it is the power of the patent, and the power of a superior product."

—Amir Abileah,
EpiladyUSA
Page 8



Cook & Bake

Cookware outlook brightens fourth quarter prospects. **Page 7**

Kitchen Electrics

Cuckoo Electronics growing U.S. market presence.

Page 7



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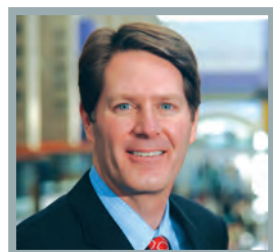
HOMEWORLD's PEOPLE TO WATCH 2021



Janet Hayes
CRATE & BARREL 12

The industry figures in this 15th annual “People To Watch” issue are expected to have a significant impact on the housewares industry going forward.

In selecting the “People To Watch,” HOMEWORLD BUSINESS® editors culled the list from a large group of candidates that included suppliers, retailers, designers and industry-affiliated organizations. The group is diverse, not just in the scope of their businesses and responsibilities, but also in their individual experiences and contributions to the industry. All, however, play a role in shaping the housewares industry.



Derek Miller
IHA 13



Samantha Rose
GIR (GET IT RIGHT) 13



Jay Zilinskas
LEGACY COMPANIES 13



Ed Vlachich
LASKO HOLDINGS 14



Ben Gadbois
CORELLE BRANDS 14



Joana McKenna
WALKER EDISON 14



Andreas Hansen
PLUM 15



Marvin Ellison
LOWE'S 15



Chris McDonough
CORKCICLE 15



Mark Tritton
BED BATH & BEYOND 16



Mike Evans
BESTAR-BUSH 16



Greg Cairo
LE CREUSET OF AMERICA 16



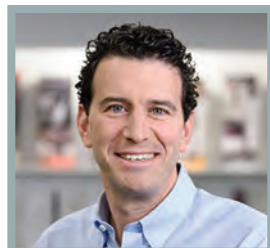
Pamela Stafford
HESTAN CULINARY 17



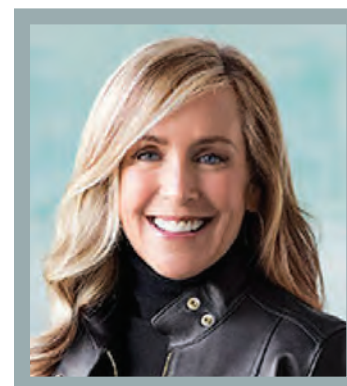
Bob Maricich
IMC 17



Mark Rosenzweig
SHARKNINJA 17



Mark Barrocas
SHARKNINJA 17



Janet Hayes
Crate & Barrel Holdings
CEO

CREDENTIALS: Janet Hayes officially joined Crate & Barrel Holdings, Inc. on August 1 as its new CEO. A seasoned executive with over 25 years of retail experience, Hayes brings a track record of developing and repositioning brands with deep expertise in the home category.

Hayes was president of the Williams-Sonoma brand from 2013 to 2019. She directed a reposition of the Williams-Sonoma's position as an authority for high-performance and fashionable cooking and dining tools for an emerging generation of consumers by curating key selections of premium nationally branded product complemented by an expanding assortment of exclusive Williams-Sonoma-branded goods. Hayes also presided over Williams-Sonoma's pioneering omnichannel development, which resulted in it being among the first national retail brands to balance digital and brick-and-mortar sales. Prior to William Sonoma, Hayes was president of Pottery Barn Kids and Teen.

WHAT TO WATCH: Hayes' reputation as a brand builder suggests an intensification of Crate & Barrel's private label strategy, already prevalent in furniture and historically a hallmark of its imported tableware and kitchenware selections. Expect even more private label development across home and housewares as Crate & Barrel, like other specialty retailers, seeks to cultivate an exclusive, design-driven, lifestyle retailing experience against e-commerce platforms that have gained even more prominence during the COVID pandemic.

The appointment of Cathy Beaudoin, former president of Amazon Fashion, to Crate & Barrel's supervisory board shortly after Hayes was announced as CEO portends a determined move by Otto Group, holder of the Crate & Barrel, CB2, Crate and Kids and Hudson Grace brands, to scale up the group's digital commerce, technology and marketing operations.

PERSPECTIVE: “Crate and Barrel has embraced the digital experience for customers with more than 50% of its sales already online... I am delighted to lead Crate & Barrel Holdings and its family of brands at this pivotal time in retail and work alongside an immensely talented team building on over 55 years of experience. My passion for great brands with meaningful heritage makes this an extraordinary opportunity,” said Hayes.

—Peter Giannetti



Pamela Stafford

*Hestan Culinary
Director*

CREDENTIALS: A long-time veteran of the housewares industry and brand building, while working for Brady Marketing, Pamela Stafford was tapped by Stanley Cheng, founder of Hestan Smart Cooking and Hestan Culinary, to bring this new cookware brand to the market

WHAT TO WATCH: Stafford is continuing to grow the brand two ways— using its boutique, high-end story while working to create a true partnership between Hestan and the channels of distribution that carry the brand.

In addition, Stafford is also navigating new consumer shopping preferences. She was instrumental in the launch of Hestan's newest technology, the Cookware Concierge program. The service works by allowing consumers the ability to browse Hestan's selection of products online, while choosing a convenient time to be contacted by a brand representative. During the appointed time, Hestan's cookware specialist will contact the consumer by phone to review questions and help him or her determine what's best for their cooking needs and lifestyle.

The company has plans for expansion as well, and is looking to debut complementary housewares lines under the Hestan Culinary umbrella.

PERSPECTIVE: Stafford is planning to continue opening up doors for Hestan, like its latest partnership with Food52, and finding new avenues to bring the brand to the serious home cook. Stafford feels strongly that Hestan's personal touch, combined with the intricately designed cookware, is what will really help create loyalty from the top of the supply chain down. Stafford often sends personally-written "thank you" cards, bottles of wine from Hestan Vineyards, and is always looking to coordinate efforts for launch events or in-store initiatives. The effort of the brand to make things as personal as possible is designed to come through all of its omnichannel outlets, even in the digital world where no one expects it.

—Emily Cappiello



Bob Maricich

*International Market Centers
Chairman and CEO*

CREDENTIALS: Bob Maricich has a long history in the furnishings business including a stint as president and CEO of Century Furniture. Prior to that, he was president of American Drew and American of Martinsville after holding senior positions at companies such as Flexsteel and Texaco. He took over Internationals Market Centers leadership in 2008.

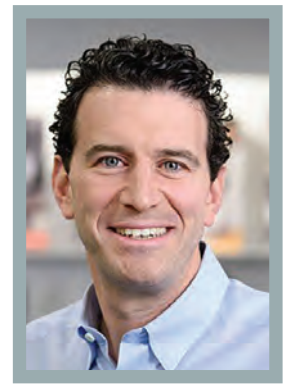
WHAT TO WATCH: Maricich has taken IMC and its trade show enterprises forward through the purchase of buildings in High Point, NC, that serve a critical role at the High Point Market, the acquisition of AmericasMart, home of the Atlanta Market and other shows, and that of the Atlanta Decorative Arts Center. In doing so, he helped position the company as the foremost trade show player in the home furnishings industry and a significant one in other sectors. At the same time, he has overseen material upgrades to properties and strategic extensions of products including into the gift business at the IMC's Las Vegas Market. The main challenge he faces now is navigating through the COVID-19 pandemic, which has shut down or forced the repositioning of trade shows and has constrained the company's operations.

PERSPECTIVE: "In the short term, we are rising to the occasion by reengineering our physical markets, introducing new 'Together Safely' health and safety guidelines and protocols for in-person gatherings and pivoting to provide digital programming that maintains industry connection and community," Maricich said. "Buyers want physical markets, and we are doing all we can to be imaginative and evolutionary and to be flexible as the current situation changes. Digital is an important enhancement to physical. Our development of IMC's new digital innovation division has enabled us to provide our customers with interim technology to help them weather current disruption to physical markets. Ultimately, we are focused on making commerce more efficient, effective and compelling for our customers. Despite the pandemic, we are moving forward with capital projects such as the opening of the Expo at World Market Center Las Vegas and the Atlanta Next renovation and remerchandising that will improve the physical market experience in Las Vegas and Atlanta." —Mike Duff



Mark Rosenzweig

*Shark Ninja
Founder*



Mark Barrocas

*Shark Ninja
President*

CREDENTIALS: Mark Rosenzweig and Mark Barrocas have teamed to steer SharkNinja into a floor care and countertop kitchen appliance powerhouse with annual sales of around \$2 billion. Rosenzweig founded Euro-Pro in 1994, and he scored a major breakthrough with Shark-branded steam cleaners and upright vacuum cleaners using what would become the company's trademark formula of inventive, high-performance product at competitive pricepoints and backed by a vast TV ad spend showcasing infomercials. Barrocas arrived in 2009 with a deep corporate leadership background to support the surging growth of the company, which changed its name to SharkNinja in 2015 after an aggressive expansion using the same TV-driven approach into food prep and more recently cooking electrics under the Ninja brand. Barrocas previously was president of the WearGuard division of Aramark Uniform Services and before that of Broder Bros. sportswear.

WHAT TO WATCH: While Shark Ninja continues to advance its floor care program, including moves into robotic vacs, the kitchen electrics business has seen even more action in the past couple of years through the escalating rollout of the Ninja Foodi collection of multi-cookers, grills, air fryers, ovens and blenders. This has set the stage for an extension by SharkNinja into non-stick cookware under the Ninja Foodi brand, the approaching launch of which recently was previewed briefly on the SharkNinja website with few details. The company earlier signaled a potential cookware play by bringing in former Meyer Corp. managing director Darrin Johnston, whose LinkedIn profile indicates he joined SharkNinja in January as global general manager.

PERSPECTIVE: If the SharkNinja marketing history is a guide, expect the company to deploy an aggressive media strategy, led by infomercials, to support a Ninja Foodi cookware rollout, possibly in time for the 2020 holidays.

—Peter Giannetti