

# HOMEWORLD<sup>®</sup>

## B U S I N E S S



Lidl's general merchandise at a new store on Long Island.

## Lidl Strengthens Housewares Lineup With NY Expansion

BY MIKE DUFF  
Executive Editor

WEST BABYLON, NY— Lidl jumped into the Long Island phase of its roll-out in the U.S. weeks ahead of scheduled openings with mid-December store debuts in West Babylon and Center Moriches, NY.

A store in nearby Huntington, NY, followed by a few days. A fourth Long Island store that was announced as part of the rollout's first wave, in

Plainview, NY, remained under development. Lidl has 20 additional Long Island stores on the drawing board.

"The reality is we'll open these as fast as we can," Lidl spokesman William Harwood told HOMEWORLD BUSINESS<sup>®</sup>.

Housewares are critical to Lidl's merchandise lineup and its overall go-to-market strategy. Although it stocks many of its general merchandise products to sell through, the company

*continued on page 23*

## With Filament In The Fold, Lifetime Adapts Growth Plans

BY LAUREN DE BELLIS  
Senior Editor

GARDEN CITY, NY— With the Filament acquisition and integration behind it, Lifetime Brands is gearing up for further expansion in 2020. To get insight into where the company stands and where it is headed in the new year, HOMEWORLD BUSINESS<sup>®</sup> spoke exclusively with CEO Rob Kay on what the industry can expect next from Lifetime.

When Lifetime Brands acquired Filament Brands in late 2017, it not only welcomed new brands and a new CEO by way of Rob Kay, but the company built for itself a platform for growth as it set out to increase its brand equity and product relevance within the housewares industry.

As a result of the acquisition, Kay noted  
*continued on page 18*

## INSIDE



### Kitchen Electrics

Coffee house convenience, quality fueling home brewers. **Page 20**

"The landscape is shifting all around us... Consumer power has never been greater than it is today."

—Derek Miller,  
IHA  
**Page 6**



### Shop The Show

Tiffani Thiessen headlines social media influencer program at Atlanta Market. **Page 8**

# Lasko<sup>®</sup>

Trusted  
Consumer Brand

www.lasko.com

100  
YEARS

Lasko<sup>®</sup>



# Atlanta Market Invites Influencers To Shop The Show

By Lauren De Bellis  
Senior Editor

ATLANTA— As 2020 begins, so too does the Atlanta International Gift & Home Furnishing Market, organized by International Market Centers. The market, being held January 14 to 21 at AmericasMart, is the official start to market season and often sets the stage for the new products, innovations and trends the housewares industry will be seeing throughout the year.

AmericasMart is bringing back its Shop the Show social media influencer program again this year, with five new personalities ready to shop. This market's influencers are TV personality and cookbook author Tiffani Thiessen; Katie Stauffer of the Stauffer Family; Brian Patrick Flynn; Paloma Contreras; and Liz Marie Galvan. According to IMC, the influencers collectively reach nearly six million followers with content including trends in home décor, gift, tabletop, kids, lifestyle and seasonal décor.

Headlining the Shop the Show programming at the Atlanta Market will be Thiessen, who will discuss brunch and entertaining tips culled from her new book, "Pull Up a Chair: Recipes from My Family to Yours," on Thursday, January 16 at 11 a.m. in the Fiesta Demonstration Kitchen.

Before heading to Atlanta, HOMEWORLD BUSINESS® spoke with Thiessen about the housewares,



Tiffani Thiessen will discuss brunch and entertaining tips at the Atlanta Market.



gift and home décor trends she will be seeking out to share with attendees and her own social media followers.

**HomeWorld Business:** Entertaining at home is a key consumer trend and a topic you focus on in your book and your blog. Can you describe your style at home and what you anticipate finding at the Atlanta Market this year that speaks to the trend?

**Tiffani Thiessen:** I tend to lean towards classic with some feminine flare. But being a California girl, it always has to be fun and comfortable. I am currently working on redoing my living room. It's the room we spend a lot of time in as a family so as you can imagine it's very important. I am excited to find some beautiful pieces that are of course stylish as well as functionally with children and pets.

**HWB:** You will also be demonstrating brunch recipes from your book, "Pull Up a Chair: Recipes from My Family to Yours." What are some of the basic kitchen tools and housewares that are a must-have to get you through preparing a brunch at home?

*continued on page 30*



ABOVE: Tiffani Thiessen's market picks include Accent Decor's Tate pitchers and canisters.

LEFT: Accent Decor's acacia wood cutting boards.

RIGHT: Homart's Spencer glassware.



# Duff Promoted To Executive Editor Of HomeWorld Business

NEW YORK— Mike Duff has been promoted to executive editor of HomeWorld Business.

Duff joined HomeWorld Business in 2010 as senior editor. He has covered the home products retailing business for more than three decades.

Duff spearheads HomeWorld Business retail coverage, and in his new role he will help direct major features, reports, analyses and other exclusive content. Duff continues to cover furniture and home organization for HomeWorld Business.

"The promotion reflects Mike's deep home and housewares editorial experience and knowledge of the retail business," said Peter Giannetti, editor-in-chief of HomeWorld Business. "He brings valuable perspective and insight to his expanded responsibility in HomeWorld's strategic and day-to-day editorial content development." **HWB**



Mike Duff, HomeWorld Business

## Editorial Index

AmericasMart.....8	Jura.....20
Atlanta Market.....8	Kaz .....24
Brightline.....24	Lasko .....9
CES.....26	Lidl .....1
DeLonghi .....20	Lifetime Brands..... 1, 18
Espro .....10	Numerator .....6
Eureka.....26	Pottery Barn.....6
Gibson.....14	Regal Ware.....10
Hamilton Beach.....24	Sensio .....20
Helen of Troy.....24	Seville .....26
Hestan .....14	Spectrum Brands.....20
Honeywell .....24	Table + Dine.....10
ICD Publications.....8	Walmart.....7
IHA .....6	West Elm .....6
Inspired Home Show .....6	Williams Sonoma .....6

This index of businesses mentioned in this issue of HOMEWORLD BUSINESS® is intended to include all significant references to companies. Page numbers listed here refer to the pages where the stories begin.



## Shop The Show

*continued from page 8*

**TT:** Well-sharpened knives, a good cutting board, a high-powered blender and a food processor— and you can't forget a set of great cookware.

**HWB:** What are some of the cooking and cocktailing trends that you anticipate being popular in 2020?

**TT:** As far as cooking goes, re-thinking the kids menu, plant based meals and Locavore eating are trends to keep an eye on. When it comes to cocktailing, products to support this home activity always has a strong showing at the Atlanta Market and is hot with consumers and retailers alike. It's always a good idea to stock the home bar with a good Boston shaker, strainer, ice molds and jigger.



Accent Decor's Tide plate.

\* \* \*



Influencer Katie Stauffer's market picks include Corkcicle's reusable straws.

### More From The Influencers

While Thiessen certainly has her wish list, so do some of the other influencers that will be busy shopping and sharing their finds from the Atlanta Market floor. Here, we share a few picks from two additional Shop the Show influencers: Paloma Contreras and Katie Stauffer.

Interior decorator, author, La Dolce Vita blogger and boutique owner, Paloma Contreras said she will be scouting finds not only for her design firm, as well as her new retail store, Paloma & Co. She's looking for obscure lines of decorative accessories, stylish gifts and vintage-inspired décor.

Katie Stauffer, matriarch of the popular social media clan, The Stauffer Family, will be exploring and discussing some of the mom-friendly offerings from Corkcicle along with her 4-year-old twins Mila and Emma in tow, as well as housewares to share with their followers. **HWB**



Influencer Paloma Contreras' market picks include Corkcicle's Whiskey Wedge glass.

## Lifetime Brands

*continued from page 18*

in growth, and help them focus on where they want to invest and where they want to curtail it.

"The idea of lean manufacturing is an important business trend right now across the board in the industry. Customers are not interested in something that's not going to sell through, so you need to narrow in on what you're good at, what your strengths are, and push those forward because otherwise it gets too muddled," Kay said.

In addition, he noted that this strategy has helped the company navigate the new face of retail, where Kay noted the pool of retailers has become much smaller in recent years.

"The pace of change now is very, very rapid. We've had great customers that have lasted over time, while others were not sustainable and have disappeared from the landscape. And with this increasing consolidation at retail, there's increasing consolidation at the vendor base. We've been a beneficiary of that trend and we've been gaining market share because of it. We believe it's because many retailers are pushing vendor consolidation, and it's a lot easier for them to deal with us," said Kay.

In addition, he noted that online retail has also been growing very rapidly and as a result, the company recently reorganized its e-commerce operations to meet that demand, which has helped it boost sales growth as well.

Lifetime, he said, has invested a lot in its direct to consumer operations, something that historically a housewares company didn't necessarily do or needed to. When it came to building brand equity, the direct to consumer relationship wasn't as relevant as it is today. However, with the narrowing of retail choices and the changing consumer preferences on how they are making their buying decisions, that more direct communication has become necessary.

"The retail environment has changed people's thought process in terms of buying decisions. You have to adopt your model to be able to effectively supply the market," Kay said. **HWB**

## Cutlery

*continued from page 18*

The survey indicated that 7.1% of consumers would pay \$100+ for a chef's knife, an increase from 4.9% in 2019.

In light of these consumer preferences, **HOMEWORLD BUSINESS®** spoke with Steve Spitz, president of the cutlery division, Lifetime Brands, about the company's plans to strengthen its market position in the category.

**HomeWorld Business: What is next for Lifetime's cutlery lines?**

**Steve Spitz:** Lifetime Brands is still looking to build and expand Edgekeeper technology, which features in new areas such as for specialty and serrated knives. Our Dishwasher Safe technology was only moderately successful at retail and we are looking to reintroduce this technology with broader appeal and better price-points. In addition, we are continuing to build upon our In Mold Labeling (IML) product offering through new designs and updated patterns.

**HWB: What would customers like to see next when it comes to function?**

**SS:** Our customers look to us for solution-based items such as Edgekeeper, multi-functional cutting and serving boards. They also look to us for other solutions such as new sharpening devices and specialty knives. We know that our accessory business (sharpeners and shears) is growing in the market as well as function-specific value sets, which can include items such as cleavers, butcher knives or a deep serrated utility knife.

**HWB: What about design elements?**

**SS:** On-trend design elements such as color, material and finish are something our customers look to us for. For example, we recently introduced colors such as white/navy/gray for knife handles as well updated wood block finishes in acacia, washed and textured woods. And, overall, it is still very important to offer value to the customer while including these unique product features.