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# Home Textiles Today

NOBODY KNOWS THE INDUSTRY BETTER



## 2021 Global Business Perspective

After a tumultuous 2020, the industry moves forward



# Adapting to Change

2021 market season starts where 2020 left off

■ By Joanne Friedrich

Pivoting and flexibility — two words that dominated the vocabulary during pandemic-focused 2020 — are carrying over into 2021 as suppliers face a mixed start to the market season. With the Atlanta Market this month still a go and the Las Vegas Market postponed, companies are continuing to rely on a mixture of in-person and virtual meetings to present their latest offerings.

"Our goals are really to be adaptable and fully available to support our customers for the upcoming markets in whatever form they may need us," explained Calleen Hall, director of marketing for C&F Home. She said showrooms will be open, but we "are also fully prepared to arrange virtual appointments with our customers."

Kamran Kalaty, spokesperson for Kaloty Rug Corp., said the trend begun last summer of offering by-appointment virtual showroom tours will continue. "Now that the Las Vegas Market is postponed to April and High Point postponed to June, we will continue offering virtual tours for the foreseeable future so that our customers can see what's new at Kaloty until in-person markets resume again."

That's a similar approach being taken by Nourison. Giovanni Marra, director of marketing and digital strategy, noted the company's business goal for the upcoming market season "is to continue connecting with our customers virtually, to cater to any customer we cannot see in person at our showroom, and also to reach more customers who don't normally attend market."

Scott Carr, brand manager for Malouf, said while the aim during a market is the connect with retail partners, it's also seen as an opportunity to interface with friends, and having to shift to Zoom and virtual showrooms or presenting information through videos isn't quite the same. The postponement of Las Vegas, he said, caused a bit of head-scratching, but the company is prepared with its extensive dealer base and email and other marketing avenues it can pursue.



Annie Selke's Botanical duvet cover is made of a cotton and flax base that was specially developed for the softness and comfort of cotton with a dash of the textural drape of rustic linen.



Coverlets from Kevin O'Brien Studio are hand-stitched all over for a relaxed pebbled texture on a viscose blend front that reverses to a sateen back.

"Just like any other show, we're looking forward to showcasing our excellent product," said Leyla Totargil, head of marketing, for Eastern Accents, which is a Las Vegas exhibitor. "Textiles are obviously very tactile, and we want customers to come feel it (and) experience the textures... We had better summer and fall shows than we expected, with better-than-expected traffic, and the customers we did see were serious buyers."

With Atlanta taking place as scheduled, Michelle Klein, CEO and president of Sferra, said, "We will be showing our newness in Atlanta, and working on virtually bringing market to clients that still are not able to travel to us to ensure that everyone is able to see what is new for Spring '21 from Sferra."

The objective, she said, is to focus on the newest collections. "We work very hard to ensure we touch all of our product categories every season so that our partners can have freshness on their floors, especially now... There is even more focus on home and creating a sanctuary for one's self."

Among the trends Sferra has identified for 2021 and will be showcasing are florals, which will appear in as a silk scarf design for its Moda limited edition bed, as well as in a textured motif for the Fiore bed collection. Klein said "gray is



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The Boyce Sky Linen coverlet from **TL at Home** is made in Portugal of a stone-washed cotton/linen blend for its easy care and relaxed look.

still an important tone...and hand-tooth textures we are seeing in fashion" are being brought to life in the Abriana bed. For both, sculptural details in tilework are being replicated in a new Maresco towel collection, while festive colors like Banana Yellow are being added through decorative pillows or embroidery.

The Pantone colors of the year, Ultimate Gray and Illuminating, are being echoed in launches for Nourison, said Marra. "We are introducing a new Prismatic design, PRS19 Gray/Gold, which corresponds with that trend." Gray and blue hues, which were popular in 2020, are carrying over into 2021, he added.

Hall said C&F Home also has table linens and bedding introductions in the Pantone hues, "both separate and combined in our patterns. Much like the aspirational message of strength and hopefulness that Pantone intends with these colors," she said, "C&F Home chose to utilize this palette for 2021 based on our belief that your home is your happy place."

Among the other trends being reflected in C&F's market launches are a more subtle look for holiday 2021. "People are embracing the beauty of simplified palettes of black and white, or earthy browns with white and red accents," said Hall, noting these will be showcased in the Holiday Classic and Nordic Christmas collections. In bedding, there is an ongoing integration of the coastal influence. C&F Home, she said, is known for its bold coastal prints, and that will continue with flora and fauna in on-trend palettes, as well as a much more subtle take on the theme for the luxury Elizabeth York brand. "You can find in-



**Peacock Alley** is introducing Matlock Road, a bedding collection in vibrant colors that is all about ease and affordability.



**Lili Alessandra** is introducing Everyday Luxury bedding and coverlets made of a cotton jacquard loomed in Portugal.

spiration from the natural hues of lakes, rivers and oceans...featuring not only our new sea glass collection, but also deep shades of indigo and navy" mixed with natural tones.

The importance home, whether for working or spending free time there, was rediscovered in 2020, said Tatorgi. Homes, she said, "needed to be more comfortable, more cheerful and more beautiful than ever before. So, we're expecting a huge surge in demand for items that are low-maintenance, decorative and comfortable." She cited the company's new Lyra collection, which is linen sateen "with a lot of color and pattern...but still machine washable."

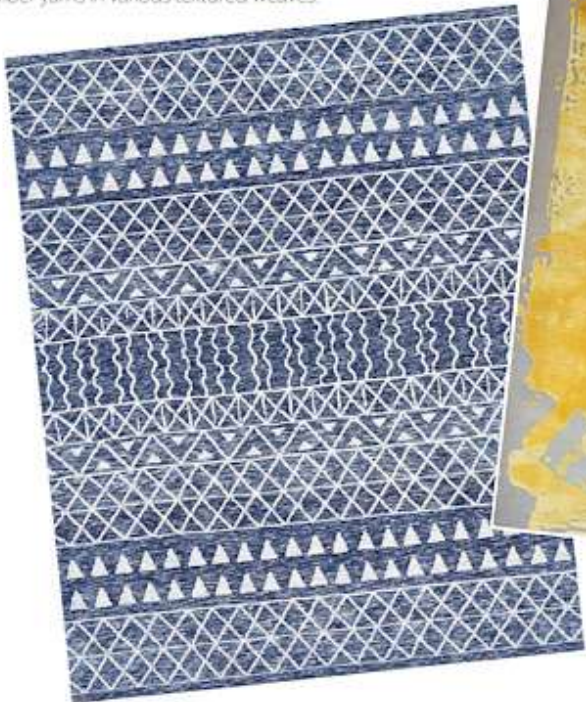
Two consumer trends being carried forward by Malouf's new products, said Carr, are the increased beautification of the home and the focus on personal wellness. For the former, Malouf is showcasing its Salt Flat furniture, which is expanding into national warehouse distribution in the second quarter. While it's a bit of departure for Malouf, Carr said it's also "a good brand pairing...and we're excited to take it national."

For wellness, there are line extensions to the CBD pillows that launched last January in the form of mattress toppers, lotions and sprays. Malouf will also continue to market their bed bases as part of the health and wellness trend, using new point-of-purchase solutions.

At Kalaty, the new product plan is to "build on our current direction of adding new designs to existing successful rug collections while adding new collections in whatever styles and price ranges where we see a need," said Kalaty. "By design, we go to great lengths to ensure our product line encompasses a wide variety of fashion-forward designs, colorways, price ranges, weaves, constructions and style genres ranging from traditional to modern to transitional."

Two other watch words — optimistic and positive — emerged when suppliers were asked about the outlook for 2021, with an additional nod toward maintaining or regaining inventory levels and meeting demand. **HTT**

**Kalaty's** eclectic Citadel collection features earthy designs and exotic patterns that are tufted of long-wearing, easy-to-clean microfiber yarns in various textured weaves.



**Creative Co-op's** cotton knit dish cloths measure 12-inches square and are available in four colors as well as sets of two.



**Nourison's** Prismatic area rug is made in a hand-tufted, layered cut pile from a blend of wool and silk-like Luxelle fibers.