



## LDB Interior Textiles April 2016



### **Micro Cotton: New Annur & Hotel Collections**

Owned by Sharadha Terry Products Ltd. based in Coimbatore, India, the Micro Cotton® brand continues to develop new cotton bath products. The Spring 2017 Collections include the new line called Annur Cotton (below). The towels are woven with rare, extra-long staple Annur cotton of Suvin lineage and distinguished by a soft hand and plush texture. Micro Cotton's Hotel Collection (above), created exclusively for Macy's, also enjoys a new introduction—a softer extra-long staple cotton towel that is 15 times more absorbent than those in the original Hotel Collection.



The **Micro Cotton®** in-house brand is owned by manufacturer Sharadha Terry Products Ltd. based in Coimbatore, India. Micro Cotton thrives on innovations in cotton processing and construction that keep its towel lines fresh and evolving. Two new lines debuted last month.

**Annur Cotton** towels are woven with rare extra-long staple Annur Cotton of Suvin lineage that offers a soft touch and plush texture. "The collection was conceived with the desire to evolve and expand the concept of luxury and design for a complete bath

experience for our consumers," says Vikram Krishna, director of Micro Cotton.

The **Hotel Collection** Micro Cotton line, available exclusively at Macy's, has a new upgrade with ultra-soft bath towels, bath sheets, washcloths and tub mats offered in more than 20 colors. This next generation of the line is the first update to the collection since 2001. The new products are made with special, extra-long staple cotton and constructed using proprietary weaving and processing techniques. The bulky-but-not-heavy towels are 15 times more absorbent than those in the original collection.

#### RESOURCES

- Linum Home Textiles LLC, 201-933-0300, [linumtowels.com](http://linumtowels.com)
- Micro Cotton, +91 (4254) 223450, [microcotton.com](http://microcotton.com)
- Natco Home Fashions, 401-828-0300, [natcohome.com](http://natcohome.com)
- Regal Home Collections, 212-213-3323, [regalhome.net](http://regalhome.net)
- Revman International, Inc., 212-894-3100, [revman.com](http://revman.com)
- SL Home Fashions, 323-587-0800, [slhf.com](http://slhf.com)
- Surya, 877-275-7847, [surya.com](http://surya.com)
- VCNY Home, 212-213-1828, [vcnyhome.com](http://vcnyhome.com)

# When Brand Matters

BY WANDA JANOWSKI

An exploration of who's branding what today and why

Brand building is going strong in home fashions today on several levels. Of course, brands provide consumers with a clear understanding of a philosophy, style and quality that they can come to trust and rely on. For suppliers, brand building has meaning on several levels: collaborating with outside entities on licensed lines, developing in-house brands that reflect a distinct style or have appeal for a targeted audience, and promoting the company itself and its capabilities as a brand.

Following are details on a variety of new branding efforts undertaken by leading suppliers.

## LICENSED LINES

The first brand **Reiman International** took on when it was established in 1988 was **Martimekko**. It remains part of its stable of iconic brands, which has evolved through the years and includes **Wedgewood**, **Vera Wang**, **Nautica** and **Tommy Bahama**. "When sales drop, we drop the brand," says president and CEO, **Reiman International**, **Richard J. Reiman**. When it comes to deciding which new brands to take on, **Reiman** says, "An apparel brand connection used to be important, but is not as important anymore."

**Reiman's** newest brand is the **ED home** collection, a collaboration with comic, television host, actress, writer and producer, **Ellen DeGeneres**. **DeGeneres'** interest in design and home products has already spawned **ED** lines in apparel and home accents.



## Micro Cotton® New Annur & Hotel Collection

Owned by **Shanika Terry Products Ltd.**, based in **Coimbatore, India**, the **Micro Cotton®** brand continues to develop new cotton bath products. The **Spring 2017** Collections include the new line called **Annur Cotton** (below). The towels are woven with rare, extra-long staple **Annur cotton** of **Suvin** lineage and distinguished by a soft hand and plush texture. **Micro Cotton's** **Hotel Collection** (below), created exclusively for **Macy's**, also enjoys a new introduction—a softer extra-long staple cotton towel that is 15 times more absorbent than those in the original **Hotel Collection**.



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The new **ED** bedding line was on view during last month's **N.Y. Market**.

The designs feature versatile modern patterns with touches of whimsy in decorative pillows, reflecting the namesake's humor. Concepts are inspired by **DeGeneres'** interests: her collection of African art, her favorite color—blue, and the beauty of the **Montecito, CA** landscape, which she calls home.

**SI Home Fashions** debuted the **Patina Vie** Collection of fashion bedding also during the **March 2016 N.Y. Market**. **Sarah Willett**, who has been designing for 22 years, founded the **Patina Vie** brand about four years ago based on her lifelong love of antiques and obsession "with all things lovely." **Willett** operates a design firm in the small, quaint town of **Green Lake, WI**, where she lives with her husband and 14-year-old daughter in a cottage built in 1849.

"Details in history are lost that need to come back, so I design products with great detail and execution," explains **Willett**. "It's subtleties that make all of us interesting. The marketplace is full of mass-manufactured goods. I want to bring the soul back to home goods."

Existing **Patina Vie** lines available at retail already include cocktail glasses, candles and dinnerware. **SI Home Fashions** now adds eye-catching bedding ensembles in queen and king sizes, and crafted with hand-embroidered cotton and linen.

Known for its collaboration with a wide range of designers and artists, **Sarya** continues this strategy with a new line created with designer and watercolor artist **Shell Rummel** to be introduced during the **April 2016 High Point Market**. The collection of hand-tufted, medium-pile wool rugs is called **Natural Affinity** and features designs with organic shapes inspired by elements found in nature.

"I have a deep reverence for the natural world and am drawn to the delicate patterns revealed in the ordinary, such as the lines left in the sand as the tide recedes or the smooth edges of pebbles," says **Rummel**. "My designs originate as hand-painted watercolors, so there is an inherent translucence and soothing, graceful



## Lincum Home

### Textiles Focus On Quality & Value

**Lincum Home Textiles** is focusing on building its presence in the U.S. and increasing awareness of the company brand as a whole. Its products feature soft, quality Turkish cotton and include the unique terry bathrobe shown. Available in three sizes, the absorbent, quick-drying robe includes two patch pockets.

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**Natco Home  
Fashions: Penny  
Farthing for Millennials**  
Directed towards the Millennial generation, the new Penny Farthing line features designs that are sold as options meant to be mixed and matched for personalization. Bedding prints are contemporary and neutral in gender appeal. Decorative pillows are fun and whimsical, including clever takes on the chemical Periodic Table of Elements (ex. Ca = Calm, Mg = Mingle, Hm= Hug and Sr= Sassy).



quality to my work that will appeal to those who value fine art and enjoy inspired design in their surroundings."

For more than 20 years, Rummel has enjoyed a successful career in art and design. Since the launch of a licensing division in 2012, the Shell Rummel brand has grown to include area rugs, bedding and bath textiles and accessories, interior paint palettes, stationery and gift items, craft papers, fabrics and a portfolio of fine art.

#### IN-HOUSE BRANDS

Michelle LaBovere, president of Natco Home's soft textile division, last month launched a new line of bedding directed towards Millennials (born 1984-2000). Called Penny Farthing, the brand

logo includes the words "reclaimed, renewed and receiving" and a line drawing of a Penny Farthing—a bicycle with a large front wheel and a small rear wheel. It was the first machine to be called a "bicycle," which is the Millennials' preferred method of transportation.

"Over the past year, we conducted focus groups across the country and met with this challenging, yet interesting (generation) to understand how and where they shop, and what motivates them to buy bedding and personalize their spaces," says LaBovere.

"In handling the collection, it became clear that the merchandising mix needed to be filled with choices and options, that sets were out of the question, and natural 'responsible' fibers were key. In addition, textures and a color palette that are gender neutral were other important ingredients," she adds. "They want to layer and are not into bulky comforters. They like coverlets and quilts."

The focus group confirmed that an on-line presence taps into the purchasing path as well as the Millennials' craving to personalize through choosing varied elements to create their own bedding ensembles. The Penny Farthing line is designed as "options" and merchandised as open stock, so customers can fashion their own complete looks.

The bedding is made with 100 percent cotton and includes gender-neutral modern floral, geometric and texture-rich designs in a wide-ranging, soft palette of yellow, blue, pink, gray, black and white. Youthful touches of whimsy appear in the decorative pillow designs, which range from feminine post-pom adornments to fun takes on the Periodic Table of Elements.

Regal Home Collections specializes in creating goods for private labels. However, in 2015, it launched its first in-house brand of window curtains called Studio 1012. During the March N.Y. Market, a second in-house brand launched called Salon de Maison Home, created to bring fashion into the blackout curtain sector. The new grouping features embroidered panels that incorporate unique multi-colored techniques, as well as a selection of modern weave jacquards in soothing, spa-like colors.

The Micro Cotton® in-house brand is owned by manufacturer Shreeaditya Terry Products Ltd. based in Coimbatore, India. Micro Cotton focuses on innovations in cotton processing and construction that keep its towel lines fresh and evolving. Two new lines debuted last month.

Amber Cotton towels are woven with rare extra-long staple Amber Cotton of Spain lineage that offers a soft touch and plush texture. "The collection was conceived with the desire to evolve and expand the concept of luxury and design for a complete bath



#### Surya: Debi's Shell Rummel's Natural Affinity

Surya continues to feature licensed lines created in collaboration with new and established artists and designers. Debuting at the April 2016 High Point Market is the Natural Affinity Collection created with designer and artist Shell Rummel. The rugs are hand-tufted with wool in a medium pile and feature organic shapes inspired by elements found in nature.





**St. Home Fashions:**

**Patina Vie Bedding Debut**  
 Wisconsin-based designer Sarah Willett, creator of the Patina Vie brand, debuts Patina Vie bedding in collaboration with St. Home Fashions. At the heart of the brand is Willett's love of the details and craftsmanship embodied in antique and vintage items. This is translated into intricate, colorful new bedding designs, made with cotton, linen and hand-embroidered accents.



**VCNY Home's Jane Seymour's Home Collection** Continues  
 VCNY Home has reshaped its company image at the same time that it's continued to offer fresh introductions in licensed brands. The Jane Seymour Home Collection, which launched in Fall 2015, includes two lines based on facets in Seymour's (shown left) life. Hollywood Glamour reflects her celebrity status and Estate reflects her interest in the heritage-rich homes she's owned and decorated. Shown from the Estate line is Express, which debuted at the March 2016 NYC Market.



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**COMPANY BRAND BUILDING**

Several companies are stepping up efforts to build awareness of their company names and capabilities.

**Linum Home Textiles** has reached out to retail less via promotional efforts. Although the factory in Turkey has been in operation since 1995, Linum Home Textiles established a presence in the U.S. in 2007 with headquarters in Ridgefield, NJ. The company produces a wide range of quality products, including towels, bathrobes, bedding, beach towels and a kids collection of towels and robes, all made with 100 percent Turkish cotton. Products are sold online as well as in big-box and department stores.

**VCNY Home** introduced its name change from Victoria Classics in 2015 and has continued to refresh its brand via varied updates and innovations. A new website has been launched that caters to consumers, along with amplified social media efforts featuring video that presents products in room settings, so consumers can see what designs look like in rooms before they buy.

The company has opened two new distribution centers—for a total of nine—allowing it to double its domestic p flow production. VCNY Home has also moved into a new corporate headquarters in North Bergen, NJ.

In addition to in-house lines in fashion bedding, window treatments, bath products and table linens, VCNY also offers licensed lines, such as licensing by ThomasPond, Clatschels, Jane Seymour Home Collection, and Laura Ashley pillows. [vcny.com](http://vcny.com)



**Regal Home Collections: Selva De Maison Home Luxuries**  
 The new Selva de Maison Home window collection focuses on bringing fashion into the drapery curtain category. Shown in the face column is the 100 percent polyester Dakota's geometric panel featuring an art design embroidered on a subtle linen-like textured ground.

**RESOURCES**

- Linum Home Textiles LLC, 204-935-0200, [linumtextiles.com](http://linumtextiles.com)
- Micro Cotton, +1 (424) 223-6500, [microcotton.com](http://microcotton.com)
- Patina Vie Home Fashions, 401-858-0000, [patinavie.com](http://patinavie.com)
- Regal Home Collections, 212-313-3333, [regalhome.net](http://regalhome.net)
- Revlon International, Inc., 212-894-3100, [revlon.com](http://revlon.com)
- St. Home Fashions, 323-587-0600, [sthome.com](http://sthome.com)
- Surco, 877-275-7867, [surco.com](http://surco.com)
- VCNY Home, 212-213-8818, [vcnyhome.com](http://vcnyhome.com)