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Fall Tabletop Collections

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3 Gibson

Riverina is a new glass dinnerware collection under the Gibson Home brand. gibsonusa.com

top story | ny tabletop show

Gibson Shines Spotlight on Licensees, Refines Home and Elite Brands

GIBSON'S PRESENTATION AT THE NEW YORK TABLETOP SHOW THIS month will highlight the company's Home and Elite brands, while showcasing the newest items from its marquee licensees.

The Gibson Home and Elite brands will feature all-new packaging and new product assortments that reflect an "on-trend artisan feel," said Claudia Ochoa, vice president of creative design. "Through Gibson Home, we're showing retailers how to diversify their tabletop offerings with unique glass dinnerware and beautiful hand-painted programs, as well as embossed whiteware that continues the artisan direction. Gibson Home's consumer appeal also puts casual comfort first in other categories, such as flatware, bakeware, cookware, glassware and innovative gadget designs."

Gibson Elite will remain known for one-of-a-kind reactive glaze finishes, from crackle surfaces to color blocking, Ochoa said. New Urban Society dinnerware makes a bold color statement through the strong geometry of color blocking. In terms of specific finishes, Gibson was inspired by the patina of public sculptures, which led to the new Calypso Court with its verdigris-like sheen. Both patterns are from Gibson Elite.

"At the same time, our factory sourcing and delivery expertise, as well as our in-house design capabilities, will ensure that our values serve the bottom line for each of Gibson's retail partners," said Sal Gabbay, president. "More than 30 years of experience enables us to deliver unrivaled results for good, better and best programs customized with great care in all sales channels."

Gibson is also planning to implement a newly coordinated sales strategy that unifies the efforts among the various Nambé licensees. This strategy will place stoneware and porcelain dinnerware for Nambé within a category context that Gibson believes retailers will be happy to merchandise.

"On the Isaac Mizrahi front, 2013 will be a year enlivened by color in our dinnerware programs," Grace Saari, brand marketing director, said. "We're considering a host of colors and new designs that continue to capture Isaac Mizrahi's gift for timeless and cosmopolitan style."

Blossom Petals from Isaac Mizrahi is one of Gibson's finest embossed designs, the



A hint of verdigris is evident in reactive-glazed Calypso Court.



Strong color blocking distinguishes new Urban Society dinnerware. gibsonusa.com

company said. It, along with Celesse, a whiteware pattern in the Elite brand, was created for the bridal and gift market.

Among the flatware introductions at this market are Bramante from Elite and Abernathy from Isaac Mizrahi, both mirror-polished stainless-steel flatware sets that alternately showcase classically detailed and sleekly minimalist surface design.

The goal with both brands, and these patterns, Gibson said, has been to offer consumers comparatively affordable elegance and programs distinguished by their accessible luxury.—Allison Zisko