



[About](#) | [Advertise](#) | [Subscribe](#) | [Contact Us](#)
 Search this site:

HFN Daily News

Register here for your free daily e-mail news updates!

[Sign Up!](#)

Find us on Facebook

Follow us on twitter

[Home](#) | [News & Trends](#) | [Product Channels](#) | [Opinions](#) | [Classifieds](#) | [Resources](#)

Remembering Andy Warhol

25687 Tue, 08/07/2012 - 11:48am



Traditions soup mug

artist understood is still true: consumers have an emotional connection to brands like Campbell's. Whether on a can or a canvas, a bowl or a mug, the artwork continues to resonate with shoppers who love it for its timeless appeal."

Gibson is targeting supermarkets for the Heirloom program's four assorted 11-ounce mugs and the Traditions 22-ounce soup mug.

[Printer-friendly version](#) [ShareThis](#)

COMMERCE, Calif.—Pop artist legend Andy Warhol was born this week 84 years ago, and every August art lovers throw "pop parties" in his honor.

Gibson Overseas joins the party with an Heirloom label mug assortment that explores the classic imagery Warhol refined into his iconic Campbell's Soup Can paintings.

"One goal with our Campbell's license is to offer imagery from the brand's history that Warhol and others grew up appreciating," said Gene Adler, marketing director. "That appreciation led him to include Campbell's Soup in his ground-breaking gallery show of 1964, The American Supermarket. What the

channels

- [Home Textiles](#)
- [Floor Coverings & Rugs](#)
- [Furniture](#)
- [Lighting](#)
- [Home Decor](#)
- [Mattresses & Bedding](#)
- [Tabletop & Gifts](#)
- [Housewares](#)
- [Major Appliances](#)
- [Business & Finance](#)

calendar

| | |
|-----------------------------|---|
| Aug 18 - 23, 2012 | New York Gift & Home Textiles Market Week |
| Aug 18, 2012 - Aug 22, 2013 | New York International Gift Fair |
| Sep 7 - 9, 2012 | Maison & Objet |
| Sep 8 - 10, 2012 | Dallas Total Home & Gift Market |
| Sep 10 - 13, 2012 | New York Home Fashions Market |
| Sep 10 - 13, 2012 | ORICA Showroom Market Week |

[More Events»](#)

[Home](#) [News & Trends](#) [Product Channels](#) [Opinions](#) [Classifieds](#) [Resources](#) [State of the Industry](#)

[About](#) [Advertise](#) [Subscribe](#) [Contact Us](#)

Copyright © 2012 Macfadden Communications Group. All Rights Reserved.