

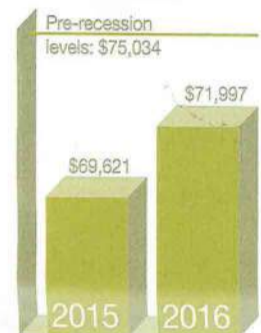
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Slammed or slowdown?

Retailers report mixed bag on 2016 business

HOW THE 1ST
8 MONTHS PERFORMED

(dollars in millions, adjusted)



Source: Furniture, home furnishings sales as reported by U.S. Census Bureau

BY CLINT ENGEL,
Senior Retail Editor, @ClintEngel

HIGH POINT — If you're in the camp that says retail home furnishings sales have suffered a major slowdown this summer, you're right.

And wrong. Sure, the industry has seen a lull, especially in July, but it's not unlike the typical summer lull, and it's not across the board. Perhaps, more importantly, retailers' outlook for the rest of the year remains fairly positive. And that's in the face of a presidential election season that's

clogging the airwaves with nasty political advertising, making it that much more difficult for stores to encourage consumers to vote for furniture with their pocketbooks.

Earnings reports from the publicly held home furnishings retailers paint a mixed picture not only about the summer, but also for business for the remainder of the year, as several retailers adjusted down their earnings guidance in light of continued weakness (see chart on page 9).

Yet most retailers interviewed for this story feel confident the most critical three

Dorya first to market with Vogue Living

BY CINDY HODNETT,
Upholstery + Style Editor,
@CynthiaWHodnett

HIGH POINT — High-end furniture manufacturer Dorya has partnered with Condé Nast to create the Vogue Living line, a 30-piece collection of luxury case goods and upholstery that is debuting at the High Point Market this week in Dorya's showroom in the

200 Steele building. According to officials, the new collection is for both residential and commercial interiors, and the product line includes pieces for living room, dining room and bedroom. This is the first licensing partnership for the Vogue Living lifestyle brand, owned by Condé Nast.

"Dorya is known for trend-setting design in the high-end

furniture industry," said F. Doruk Yorgancioglu, president of Dorya. "Drawing inspiration from Vogue's legendary fashion aesthetic, the Vogue Living collection offers statement furnishings with timeless style at the highest standards of the furniture industry."

"The launch of Vogue Living allows the Vogue brand to extend its fashion authority and style expertise into the

What's Inside

Special 'Luxury Living' section highlights allure of high end

From statement pieces to building business with designers, Furniture Today looks at the business of luxury home furnishings. p35

Furniture imports, exports show weakness in first half

Imports slowed to a mere 2% growth in the first half of 2016, and exports proved even more sluggish with a 5% decline. p49

Part of Wesley Hall's charm is its domestic success story

With an emphasis on customer service and collaborating with design leaders, Wesley Hall has built its brand on local materials and craftsmanship. p150



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**Market
Tide**

Text strategies
St Look, p65



LUMISOURCE
FP 500
Hemingway features button-tufted upholstery — in teal, orange and gray — and tapered wood legs.



FEIZY
MS 145
The Abelia collection features geometrics and tribal patterns in a combination of warm and cool hues.

VERTUO DESIGN
S M-2029, M-2036
tic meets retro with the Kota sideboard solid mango wood featuring reclaimed y wood, sheesham and metal accents.



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Shifman holds NBA star signing event at Bloomingdale's

Shifman President Bill Hammer, in foreground, looks on as Kristaps Porzingis signs an autograph at an event at Bloomingdale's.



BY DAVID PERRY,
Executive Editor, @DT_Perry

NEW YORK — New York Knicks star Kristaps Porzingis was a big hit with his fans at a special event here hosted by Bloomingdale's and mattress supplier Shifman Mattress.

Porzingis, a rising star in the National Basketball Assn., signed

on last year as brand ambassador for Shifman, based just down the road in Newark, N.J. He made himself comfortable in the mattress gallery at the retailer's flagship 59th St. store, where he met hundreds of his fans.

The fans patiently stood in line for hours for a chance to meet Porzingis and to receive an autograph from him. By the end

of the event, he had signed more than 150 autographs and had given away another 150 photos he signed before the event, all provided at no charge by Shifman.

Shifman officials were pleased with the turnout.

"This was truly a magnificent event for both Shifman and Bloomingdale's," said Bill Hammer, president of Shifman. "We have enjoyed a 29-year partnership with Bloomingdale's satisfying customers with the finest handmade mattresses in the world."

Fans of all ages waited to meet Porzingis in a line that stretched from the center of the mattress department to the elevators at the far end of the floor. The first 100 people in line were guaranteed an autograph by the basketball star.

The arrival of Porzingis at the fifth floor mattress department caused a stir. A cheer erupted from the crowd, and some of the fans began chanting his name, "POR-ZING-IS!"

Genevieve Koch, director of store public relations, introduced Hammer, who then introduced Porzingis.

"Kristaps Porzingis was very warm in greeting fans, posing for autographs and was very willing to sign memorabilia and pictures for his fans," Hammer said.

"The evening was eventful and memorable, not just for the fans but for Bloomingdale's and Shifman as well."

Porzingis had already met the Shifman team. After he signed on as the brand ambassador last year, he visited the company's factory in Newark, where he was fitted for a custom mattress.

Shifman's craftsmen created a special "Athletic King" mattress, which provided the extra length that Porzingis needs to accommodate his 7-foot, 2-inch frame. The bed has helped him get the good sleep that he needs to fuel his success on the basketball court, he said.

Hammer admitted that he was expecting a "moderate" fan turnout for the Bloomie's event but was thrilled with the outpouring of support.

He noted that the brand partnership with Porzingis has been so successful that Shifman intends to continue the program in the future.

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