

## Feature

# 16 What Do Consumers Want Now?

Consumer spending held up across much of last year despite higher prices, even though their priorities shifted away from discretionary purchases. This report looks at the lifestyle triggers that will sway purchasing decisions in the post-covid era.

### Commentary

3

The Thread—Jennifer Marks  
Plus ça change...

### Newsworthy

4

HFPA unveils NY Market dates through 2025  
Fine linens and soft home relocating at Atlanta Market

6

Macy's is "fundamentally" changing the way it buys

Wayfair sues 3 suppliers, alleging fraud

10

Soft demand hits China's manufacturing sector  
JCPenny is pursuing a major transformation

12

Walmart is looking to grab more share in home  
Sales leadership changes hands at Commonwealth Home

14

One retailer topped all others in home goods last year

Allied Feather + Down boosts transparency

### Heimtextil Preview

19

Layout changes await visitors to Messe Frankfurt  
Bari Mills spotlights wellness and sustainability  
Coelima celebrates 100th anniversary

20

Indo Count debuts expanded range to the European market

HeiQ declares war on "sleep enemies"

Lenzing hits a production milestone

21

Trident is doing what comes naturally

Standard Fiber has new innovations on tap

Towelers marks 50 years in production

### Winter Markets Preview

22

Exhibitors at the Atlanta, Dallas and Las Vegas markets rolling out price-sensitive products

### The Warren Report

26

Warren Shoulberg on the topsy-turvy supply chain situation, Costco's merchandising and Hohenstein China

10



34



21



25



## WINTER MARKETS PREVIEW

went on. "Lots of different greens. Of course, grays are still important, and blues."

Kas Rugs heeds trends in the furniture and home furnishings spheres, "and we incorporate them in color and patterns," said Wendy Reiss, VP of sales and national accounts.

The company is adding purpose and convenience into the fashion equation with expanded offerings to its machine-washable rug collections with recycled plastic fiber-made styles and outdoor-friendly varieties.

Executing high perceived value guides Surya's product development for its growing machine-made performance rug line.

"New yarns and new applications of yarns, lots of PET fibers, plus great design and great texture, and machine washability," said Satya Tiwari, president. "That's what we are delivering to our customers who are sensitive about price and but still want something with style and function."

At the other extreme, Surya is addressing interior designers and their luxury-level clientele with more upscale, hand-made, hand-knotted and other hand-

crafted qualities outside the price-conscious bubble.

With low to middle-income shoppers most impacted by macro headwinds, other companies – like Kaleen Rugs – are also putting more emphasis on their "best" tier goods.

"We are concentrating on wool, which is a natural fiber and well accepted in the market," said Monty Rathi, chief operating officer. "Frankly speaking, in the last few months we've been encouraged to see the market starting to normalize. We are focusing on the high-end market which has been strong for us in terms of dollars."

### Investing in Efficiencies

Extending savings to customers begins at home, which is why Natco Home is adding efficiencies across its domestic operations, noted Mark Ferullo, executive vice president.

"We share resources among our divisions to maximize productivity and eliminate duplication," he said. "We have made large investments in IT and logistics to help with the business demands. We are looking at buying more looms and possibly

expanding our warehouse space as the business continues to grow. The most recent loom we bought is state of the art, high speed and can be switched between qualities quickly to improve production and limit down time, which improves efficiency. And we are stocking a variety of goods at different warehouses to help speed up deliveries and save money."

For more than 50 years, Harounian Rugs International has maintained joint ventures with weavers in India and Pakistan, and thanks to those relationships, the family-owned company has managed to maintain price points even – with only one increase since 2020.

"Our overseas partners continue to work with us to hold prices and maintain a consistent product flow," explained Greg Jordt, executive vice president, sales and marketing. "As shipping costs continue to rise, we will be helping out our customers by offering free freight to all qualified buyers during the Las Vegas Market." **HTT**



**Capel Rugs'** Azari is a nine-rug collection that is hand-tufted in India of 100% wool. Inspired by vintage Persian designs, the traditional collection includes two patterns – Isfahan and Keshan – in a range of rich colors and fresh accents.

**Las Vegas Market:** A-133

**Natco Home's** new Seamless Spaces collection is strong enough to weather outdoor elements and high traffic yet versatile enough to seamlessly blend with an array of indoor decor styles.

**Las Vegas Market:** WMC, A-448



This new bedding ensemble by **Amity Home** pairs **Saunders**, a lightweight 100% cotton wide-wale corduroy in hues of blue and cypress, with **Collins**, a fundamental yarn-dyed stripe made of 100% cotton with a lofty fill.

**Dallas Market:** WTC, The Gallery in IHDC, GL-88

**Atlanta Market:** AmericastMart, BI, 19-A-21

**Las Vegas Market:** WMC, C-50596E



## The Slow Boat From China Will Be Faster, Readily Available... And Incredibly Cheap



WARREN SHOULBERG  
EDITOR AT LARGE

Even in the topsy turvy world we seem to be living in over the past three years, you have to admit that the change in the supply chain situation has got to take the prize for the fastest turnaround any of us have ever seen.

And for 2023, it's only going to be screwier. I'm not brave enough - or dumb enough - to make predictions about what happens next with the supply chain, but I think we can safely say that the insanity that overwhelmed the system during the pandemic - 6-month lead times, \$24,000 containers, backed-up ports and pretty much general

chaos - is over.

But don't for a minute think it's going back to the way it used to be.

Shipping times are returning to previous levels, but we've seen the fragility of the system and how just one glitch - like Chinese Covid restrictions - can throw everything in turmoil. China may be lifting much of its pandemic restrictions but who's to say what will come along next to upset things?

Container prices have retreated faster than Napoleon's army leaving Russia and there are reports you can book a box for as little as \$1,000, which is less than a tenth of its peak price. Again, the roller coaster rates are going to be a fact of life since the shipping companies discovered importers will pay whatever it takes when they are desperate.

The port situation has changed radically in the years since the start of the pandemic. West Coast points-of-entry are no longer the dominant players they once were, with many companies choosing to bring goods into East Coast locations. In fact, the New York-New Jersey port was the busiest in the nation for several months this past fall while Savannah, Charleston and Jacksonville have all gained market share. California ports in Los Angeles-Long Beach and Oakland remain huge... but not as huge as they used to be.

And finally, the enormous swings in demand seem to have calmed down, but again we've seen how quickly they can turn. Who is to say Americans won't have insatiable appetites for snow tires or ramen or rare earth metals should conditions suddenly change due to factors we can't even possibly imagine now?

For two years straight just about every business conversation in the industry started out with the words "supply chain." And then poof! Those two words virtually disappeared and we're back to bitching about price rebates, crummy retailers and lame suppliers. It happened so fast some heads are still spinning trying to catch up with the conversation.

So, with the new year comes new discussions about new issues. New, that is, in the sense that they haven't been part of the dialogue for the past three years. But in many ways, they mark a return to, if not the way things were, at least the way some things were. Does that new pattern look right, and will it sell? Is that really made of what the label says it is? How can there be so much organic cotton product out there when there's so little organic cotton grown in the first place?

This time three years ago at the start of 2020 we had no idea what was about to hit us. We hopefully have a better shot this time.

Maybe.  
HTT

## HOME TEXTILES TOMORROW: Hohenstein China



Great news out of China that Hohenstein, the folks behind Oeko-Tex, are opening a new lab in Shanghai in the first quarter of the year. With so much home textiles product coming out of northern China this is a great addition to the institute's current facility in Hong Kong and a great resource for compliance and standards work for suppliers working in that part of the country.

THE GOOD, THE BAD & THE UGLY:

### Costco

It's not a coincidence: Costco is among the best rated retailers by consumers, and vendors say it's the favorite customer to deal with. Even with a tightly edited home textiles department it does an enormous annual volume. We decided to check out a club in the Atlanta market recently to see how the retailer keeps vendors and shoppers happy.

#### THE GOOD

- While many big box stores are moving away from national brands, Costco seems to be doing the opposite. We saw Pendleton, Brookstone and Cotton Inc. branded merchandise prominently featured.
- We also saw specialized products like organic sheets, skincare pillowcases and blackout curtains, items many competitors don't include in their assortments. Costco does it in a very small footprint.
- Charisma was created by Fieldcrest decades ago as the first true mill premium brand and it now it is a staple of the Costco bath assortment, prominently branded. Nice job.

#### THE BAD

- When Costco takes Charisma in the wrong direction, it's a miss. It's hard to project a brand's high-end quality when the club slaps the name on a microfiber sheet set for \$12.99 in queen. C'mon, what were you thinking?

#### THE UGLY

- We liked the bins of holiday dec pillows and throws in the textiles section but didn't understand why kids giant stuffed buddy pillows were shown asles away. Bobby Lorberbaum, where are you when we need you?





VERAWANG



NAUTICA



Wrangler



marimekko



BETSEY JOHNSON



KENNETH COLE



Tommy Bahama HOME



LAURA ASHLEY



SCOUT

REVMAN



Eddie Bauer HOME