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## 01 July / What's hot this summer?

*Trendease is in Home Textiles Today! [click here.](#)*

In July we are delivering fresh articles and over 500 images to your screen. Experience the 'silent sellers' at [Harvey Nichols](#), picnic with [Hermes](#), crash for the night at [Nuits Blanches](#), accessorize with [Swatch](#), dine with [Creso](#), and experience [furniture surgery](#). There is more inside including [zany prints](#) and [crafty products](#).

Enjoy the **July edition**, happy clicking!

Jennifer Castoldi,  
*Creative Director*

Receive the **free** Trendease Weekly Newsletter:

### CURRENT GALLERIES




[NEWSLETTER 28](#)  
PARIS / PHILIPPE  
DAVID

[Zanotta's Zone](#)  
MILAN / ZANOTTA  
DAVID

Welcome! Take the **Trendease Tour** to learn about the features of our site.

If you're ready... **Join Now!**



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# ABOUT TRENDEASE INTERNATIONAL

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## About Trendease International

*Trendease International - Reporting to Inspire*

### Our Mission in life

To help leading-edge people gain a definite competitive and strategic advantage through a combination of fast breaking information, breakthrough thinking and applied creativity.

*We are trendy, stylish, cosmopolitan, witty, and fun.*

### So what on earth is Trendease?

Trendease is a new online design and fashion publication. We travel extensively to gather visions and digital images from shops, showrooms, trade fairs, exhibits, and fashion shows in all the major European fashion capitals: Paris, London, Milan and many others. Trendease aims to inspire through the use of these images accompanied by interviews and articles. Trendease seeks to be an integral, inspirational and essential tool to its community of subscribers (psst. that's you).

Product categories featured include, but are not limited to:

- Home fashion accessories
- Bedding
- Bath accessories
- Tabletop products
- Case goods
- Lighting
- Occasional furniture
- Upholstery
- Women's apparel
- Men's apparel
- Apparel fashion accessories

### Who are we?

We are a dedicated team of professionals working around the clock to keep you in the know. Our experienced staff has in-depth and extensive knowledge of home fashion, apparel fashion and fine arts; international sourcing, product development and design; buying, merchandising, retailing; web development, publishing, journalism, advertising and communications. All of these talents will combine in a unique and eclectic format designed to inspire.

### The Benefits (and we're not talking health insurance)

By becoming a member of our community of subscribers you will be the best informed with the freshest information:

- **Through Our International Correspondents**  
We travel on your behalf, and organize the most pertinent data into comprehensive visuals and easy to read narratives.
- **At Any Time**  
Trendease is accessible online 24/7/365.
- **With Cutting Edge Reports**  
Through our market watch you acquire fast breaking information to gain insight into the style industries. *Trendease is a monthly publication updated by our weekly newsletter.*


### Utilize our Information:

- **Database**  
Every image is linked to its contact information in the locations index.
- **Advanced Search**  
With our powerful search engine, you can search by product category, material, detail, color, and keyword.
- **Archives**  
Access to all previous issues of Trendease - all the essential stuff you missed!
- **Customer Service**  
Your feedback is most important. We would love to hear your comments and suggestions. Tell us what you want. Would you like fries with that? We'll consider any request.

### Why do we do it?

We are energetic and are addicted to art, fashion, design, experiencing different cultures, and meeting new people.

We love to discover inspiration and to create inspiration. We love what we do, and our work shows it!

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### Trendease International Site Tour

#### Editions & Newsletters

With a subscription to Trendease you become a member of our exclusive network in the international fashion & design community!

We use the state of the art technologies creating an efficient and effective user-friendly experience.

**JOIN NOW!**

**Join Trendease**

**next >**

Each **Monthly Edition** contains galleries from today's cutting-edge fashion and design world.

**Galleries** feature images from showrooms, trade fairs, exhibits, fashion shows, retail locations and street fashion to keep you in the know.

**Weekly Newsletters** highlight trends and events in the fashion and design industries.

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## Trendease International Site Tour

### Galleries & Photos

Trendease International correspondents know where to be to get the scoop on all the latest in the fashion world.

Photos are organized into galleries... browse through a gallery, view in slideshow mode, or get up close and personal with large downloadable photos.

**JOIN NOW!**

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**Join Trendease**

Select a thumbnail to view the **Image Detail** with description, photo data, and location info.

Click **View Slideshow**, grab your popcorn, relax and enjoy the show... stop to view image info.



Galleries are organized by subject or location... or can be dynamically created with the Trendease Photo Search.



Zoom to see details... **Full Resolution images** for your viewing pleasure!



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## Trendease International Site Tour

**Locations**

Trendease locations have pre-approved us to photograph their stores and galleries. You'll save a ton as we scour the best and report back to you!

**JOIN NOW!**

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prev / next

**Location Details** are available for each photo along with photo details.

The **Location Detail** gives you direct contact info for contacting Trendease locations.

From the Location Detail **View All Location Photos** from across the Trendease site.

PHOTO DETAILS (2004)  
Published: 1 May 2004 in 1024  
Kind of hair: dark and you know?  
Category: Items: Fashion Accessories  
Material: Viscose/Neolon Curly Hair  
Detail: Top  
Cover: Glass  
(View More Photos)  
**LOCATION DETAILS (2004)**  
BAGNARESI CASA  
Fornice 39A, Italy  
+39 0546 64 61 41

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## Trendease International Site Tour

### Photo Search

We add keywords, descriptions, city, location, and date to all photos. Our entire database of images is at your fingertips!

Query any combination of attributes to create dynamic galleries... perfect for that project you're researching.

**JOIN NOW!**

[Join Trendease](#)

Search our ever growing database to create your own **Dynamic Gallery**. Here is a search for "womens apparel" and "blacks".

The **Photo Search** is an essential tool for creative design professionals.

Five categories of **Keywords** provide you with many ways to refine your search.

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## Trendease International Site Tour

### Subscription Benefits

- **Browse our locations** index to find detailed contact information on the designers and suppliers we feature.
- See hundreds of **new images every month** organized in a comprehensive manner.
- **Shop the market** without leaving your home/office.
- Extend your scope into **international markets**.
- Access **the latest information** easily... Trendeasily.
- **Save time, money, and manpower** by letting us do the legwork and research for you.
- **Be in the know now.**


[← prev](#)

So, come join the Trendease Community! I'll give you access to exciting fashion and design resources.

[Join Trendease](#)

*"Trendease is the present of the future."*

Christine Biscaccianti, Italian Entrepreneur



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# COLOR STORY

Trendease International \ 01 May / Budding New Styles \ NEWSLETTER 19 - Microsoft Internet Explorer

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Address http://www.trendeaseintl.com/gallery.php?gallery\_id=33

You are logged-in as Jennifer · Logout · Account options



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01 May / Budding New Styles \

## NEWSLETTER 19

6 May 2004

Dear Subscribers,

I've just returned from a vernissage at L'Eclaireur boutique in Paris featuring fashion products displayed in a magnificent space, excellent people watching, and an artist who was willing to paint anything – dress shirts, jean-jackets and me! We are saving these images for a feature story in the next issue. But in the meantime we have posted a color story that we have observed popping up across Europe.



*This week's tidbits:*

- The French Trade Ministry has stated it will support the European textiles industry to safeguard against the influx of imports due to the removal of quotas in China in 2005.
- Opening the lines of communication is the best way to understand another's interests. UK-based Hidden Art has organized a two-day forum to be held June 16-17 to encourage dialogue between designers, manufacturers, and retailers. The program includes discussions, presentations and case studies on design, manufacturing, distribution, and sales, while also investigating successful marketing practices.
- According to InternetRailer.com, Bloomingdale's website generated \$30m worth of sales last year, after revamping its web strategy. In the last year, the direct sales from the website have leapt from 0% to more than 20%. It appears that the new strategy is working.
- Shoppertainment is in full swing at Selfridges, a British department store. This month in-store entertainment includes performance, music and film, all with a Brazilian theme. From this week onwards they will be featuring key Brazilian designers and it's going to be a whole lot of partying for the next month.
- What do your customers do in their bedrooms? IKEA disclosed the results of the Gallup International Poll, which researched what 14,000 European, Asian, and North American customers do behind closed doors.

*In the Romance Category*

- \*Sweden and Ireland top the chart at 72%
- \*China is at 20%
- \*About 20% of North Americans are interested in exploring locations other than the bedroom.
- \*Australians, on the other hand, are the most satisfied with their bedrooms and Russians the least satisfied.
- \*Malaysians are the most sexually active and sleep the least, roughly half an hour less than the survey's average of approximately 7 hours per night.
- \*And, interestingly enough, people who frequently change their mattresses see more action. Or maybe that's just a case of cause and effect?

So the moral of this tidbit is: if you are targeting the Swedish and Irish markets, bedroom products are key, and turnover in the mattress market for Malaysia may be higher than expected.

All the best,

Jennifer Castoldi  
*Creative Director*

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01 July / What's hot this summer? \

## A new Label by the Design Academy Eindhoven

This year at the 100% Design Show in Rotterdam, students of the Design Academy Eindhoven got a taste of what it means to be a designer as they worked with Dutch furniture manufacturer, Label Producties BV, to revamp some of their classic designs.

Gerard van den Berg is the name behind Label. He started the seating company in 1991, though had been praised for his forward thinking and the graceful beauty of his designs long before then. Established in 1947 (coincidentally the same year that van den Berg was born), The Design Academy teaches its students to anticipate and invite change by offering them a project-oriented approach to industrial design education. Head of Department, Hella Jongerius, who wanted to produce hands-on furniture pieces with students, fueled this collaborative effort along with Gerald van den Berg who was interested in working with the Design Academy Eindhoven. The outcome of this first-time partnership has been a resounding success.

This two month long project was comprehensive to say the least, with fifteen students of the Man and Living Program working on every phase of the design process. They began by a study of original pieces and were asked to come up with a new way of presenting them. Six designs were chosen for fabrication. The students worked with Label's manufacturers to make prototypes from their peer's blueprints. It gave them a "unique opportunity to work with the 'real stuff'; the Dutch furniture industry, the technique of bending and welding metal tube furniture, and to be taught by 'Master in Design' Gerard van den Berg." Interestingly and wisely, the groups were organized so that students were not allowed to work on their own designs, thereby eliminating any individual control over the industrial process.

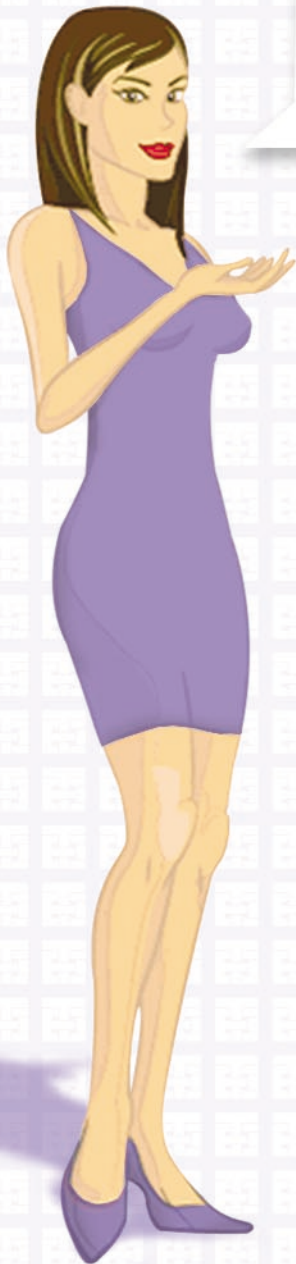
The final products were presented at the 100% Design Show, from June 10th – 12th. The Label upholstery had undergone some major surgery. The "Kiti Pembea" chair had been fitted with a back massager or an inflatable cushion, for maximum repose and comfort. The "Nikita" chair had been fitted with a detachable beanbag and the "Bossa" chair was transformed into a "Thunderbird" collector's dream, replete with comic strip upholstery and detachable wing-shaped arm rests. One piece, the "Faulted" red sofa, is attracting serious attention and Label is now researching if actual production would be possible. Trendease gives the students of the Design Academy Eindhoven an A+.

—Jane Bromley





# LOCATIONS INDEX



“This list is just the tip of the iceberg of the places Trendease explores and features”

**Austria**  
**Belgium**  
**Denmark**  
**Finland**  
**France**  
**Germany**  
**Hungary**  
**India**  
**Italy**  
**Japan**  
**Lebanon**  
**Lithuania**  
**Netherlands**  
**Spain**  
**Sweden**  
**Switzerland**  
**Thailand**  
**Turkey**  
**United Kingdom**  
**United States**

(more to discover)





**RUGSAPOPPIN':** A dazzling array of vibrant colors and distinct patterns, including Momeni's New Wave collection, will be on display at the Atlanta International Area Rug Market. HFN's exclusive preview begins on page 16.

# Floored In Atlanta



## BEDDING REPORT

**Inside**  
**WAKING UP IN TIME**  
 After two flat years, the industry rose and shined in 2003 with sales reaching \$7.16 billion as seen in HFN's Bedding Report. See page 39.

## Edwards VP Selection Puts Textiles in Spotlight

By Joanna Ramey

**WASHINGTON**—The selection of Sen. John Edwards, a son of a mill worker who was previously endorsed by the textiles union UNITE, to be the Democratic candidate for vice president is likely to call national attention to the problems of the textiles industry.

Edwards pushed the industry's plight hard during the primaries, a cause now taken up by likely Democratic presidential nominee Sen. John Kerry. One of Kerry's key campaign cries is what he says is the loss of some 3 million jobs, mostly in manufacturing, since President Bush took office in 2001.

"This is a fight to create jobs in America," Kerry said in making his running mate pick at a rally in Pittsburgh, during which he called Edwards "a champion of middle-class America."

Continued on page 6



John Edwards, son of a mill man.

## Home and Retail Stocks Flatline for First Half of '04

By Michael Rudnick

**NEW YORK**—It was a great first half for Kmart stockholders, but the same can't be said for their brethren in mass retailing.

HFN's exclusive report on stock trading for the first half of the year shows a generally flat line with a few notable exceptions.

Some said the mass market retailers were tepid because they sell to consumers that tend to feel the effects of an economic recovery late. "The low- and mid-income consumers still remain in the lower end of the consumer confidence spectrum, as their spending is more affected by rising gas costs, job losses and the soon to be slowing housing market," said Christopher Krueger, equity analyst at Miller Johnson Steichen Kinward.

Following a bullish 2003, in which the HFN Stock Index jumped 16 percent, the first half of 2004 has leveled off as the index is down 0.01 percent, with retailer stocks dipping 0.18 percent and manufacturer stocks creeping upward 1.40 percent.

Ken Wasik, head of the consumer products group for Houlihan Lokey Howard & Zuckin, points to a supply-and-demand

Continued on page 10

Is green the new gray? Or is blue next year's green? Where does one go to find the answers to such baffling and important questions when planning the season? From small and tidy to large and extensive, there is a trend service to fit everyone's needs and budgets. Prices range from free to very expensive, but as with most things in life, it pays to shop the market to find the right fit. — **Michael D. Devine**

### trends



### Net Worth

An online trend and shopping guide, Trendease makes it possible to stay up to date with what's hot and what's not.

trendeaseintl.com



MORE ON LICENSING, Pgs. 10-11

Reed Business Information.

# Home Textiles Today

THE WEEKLY BUSINESS AND FASHION NEWSPAPER OF THE HOME TEXTILES INDUSTRY • MONDAY, JUNE 7, 2004  
WWW.HOMETEXTILESTODAY.COM • VOL. 25, NO. 39 EIGHT DOLLARS

## Changing landscape has retailers reassess Ryman to help Sears revamp

By Brent Felgner

By Carole Slom  
HOFFMAN ESTATES, ILL. — Sears' new home fashions merchant sees the retailer's home

fashions. He succeeds Barbara Pizzella, who left the company in May. A 20-year home furnishings executive, Ryman most recently senior vice president at J.R. United. He will be charged with leading out the evolution of Sears' home fashions program, which has been getting overhauled since last year. Sears is going to upgrade its private

brands, styling and pricing. Also on the agenda: remerchandising some 70 percent of the assortment in top-of-bed.

"The challenge first is to learn all about Sears, its customers, the team and relate them to my knowledge of the industry and merchandising and marketing skills. And then to build the bridge we're all going to walk on," Ryman said.

Ryman was previously with Kmart, where he was senior vice president of global operations, prior to leaving the company in fall 2002. Before taking on the global position, he served as vice president of home and Martha Stewart Everyday, then later as senior vice president, general merchandise manager of home, seasonal and Martha Stewart Everyday. Earlier, he held positions at Dayton-Hudson Department Stores and ShopKo.

see page 19

The challenge is to learn all about Sears, its customers, the team and relate them to knowledge."

— STEVE RYMAN  
SEARS ROEBUCK & CO.

HOME TEXTILES TODAY

## Trend guide turns one (month)

PARIS — An online guide to international design trends celebrated its first month in business last week.

The brainchild of a Fashion Institute of Technology student who interned with New York home textiles companies, Trendease International is part trend news, part stylebook.

Trendease correspondents in Europe and the United States cover design and trade shows, unique retail concepts, artist studios, events and the streets to tease out emerging trends.

"We're reporting to inspire," said Jennifer Castoldi, president and creative director. "Let's

face it, too many companies are just knocking each other off and regurgitating their best old ideas. When you operate that way, you're lucky if you come up with one really new idea a year."

News is delivered monthly on the company's Web site (www.trendeaseintl.com) and in weekly newsletters. The June monthly edition features reports on the L'Eclairer show by design students at Parsons School of Design in Paris, and the innovation of Vlieger & Vandam's radical fashion accessories from Rotterdam, as well as a review of products, color palettes and textures from various cities around the world.

All reports are liberally assorted with photographs, which subscribers may view in four formats: thumbnail, large image, slide show, and higher resolution.

"We're trying to feature a lot of the young designers," Castoldi said. "They're so energetic and full of ideas. A lot of them do import/export as well."

Count Castoldi among the young and energetic. A 2001 graduate of FIT's home fashions program and recent graduate of the master's program at the International School of Management, she started the Trendease launched as a way to offset tuition. Trendease launched to VIPs last spring during the New York Home Textiles Market, followed by a public

launch May 6.

As for the trends of the moment on the international scene, Castoldi points to newspaper prints and comic motifs in apparel. In home, she cites "big, chunky weaves — rope-sized," as being popular, adding that aqua "is everywhere."



A worker loads raw down and feather material into a washing machine at Down Lite's processing plant in Cincinnati.