

Getting ready for the rebound

Upholstery vendors deal with the 'now,' position to serve post-virus needs [page 10](#)

Wood producers set new, inline product to meet expected demand [page 12](#)

Photo by Wendy Herrera from Pexels

LUXURY LIVING

Defining comfort for today's high-end consumers, [pages 18-25](#)



This new 53163 nightstand from Sarreid is wrapped in a light gray textural leather with gold leather piping.



Temple Furniture is expanding its stylish Generation You sofa collection with a large chaise and cuddle chaise, offering additional comfort and design options.

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Already separate, Amish firms chart their pandemic course

With their small individual workshops, Amish companies face shipping issues rather than shutdowns. [02](#)

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New online event to include new digital tools as well as range of online content to bridge physical and digital markets. [04](#)

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Survey says...

Online home furnishings sales (first half of April)

up **127%** over March 2020

up **302%** over April 2019

Source: Imagine Retailer's Online Sales Trend Report



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Celebration of regions plays large at Sherrill

Inspired by the diverse range of traditions and cultures that exists in the U.S., Sherrill Furniture is planning its latest round of upholstery introductions in settings that reflect the unique styles, colors and trends of specific regions.

The Southwest, with its transitional vibe of terracotta and neutral grays, is one of the regions represented. Another region highlighted throughout the showroom is the Pacific Northwest. This region is shown with beautiful blues and neutral textures. Other vignettes spotlight the Northeast, Coastal and Midwest regions.

"One of the most important challenges (of market) is establishing a concept and look for the entire showroom," said award-winning designer and retailer Susan Bay of Bay Design, which worked with Sherrill on the presentation. "For the spring collection, I have looked to five regional areas of the country for inspiration and built the collection around them."

Bay and with her senior designer, Jill Kersey, work hard throughout the year, creating a unique look for the showroom each market. "My goal this season was to design a (presentation) that creates a more specific interest by our reps and dealers. These are tough times for our industry, and we need their involvement as we design for them and the areas in which they live," says Bay.

One of the new upholstery pieces is a stunning sectional featuring a wide track arm and loose pillow back. The idea for this sectional came from Sherrill's strong-selling DC374 Sofa, which was introduced during the October 2019 market.

Sherrill also is introducing three new custom upholstery programs featuring multiple styles with a transitional feel. The programs include sofas, chairs, ottomans and sectional components, available in a wide range of sizes.

"(Such options) allow our dealers to become their own designers in achieving the look their customers are requesting," said Melody Kearns, the company's creative showroom director. **T**



This casual transitional sofa with leopard pillows is part of Sherrill's 42 Series, a multifunctional group with upholstered or skirted base.



This console table, an addition to Theodore Alexander's Jamie Drake collection, makes a dramatic statement with its two-tier base and contrasting top.

Down to a fine finish at Theodore Alexander

Theodore Alexander is expanding the range of choices within the Alexa Hampton collection this spring with a new custom finish program.

The program features a multitude of custom colors and finishes to enhance the 120-piece collection, originally introduced at the April 2019 High Point Market. Options include more than 40 wood tones, ranging from Hipster Gray and Caramel to Cobalt and Passion Fruit. The selection also includes a variety of exotic luxe leaf finishes as well as elegant gold and silver striping.

"The one thing all designers and homeowners should avoid is repeating the same finish or wood tone too often," said Alexa Hampton about the strategy behind the new custom finish program. She added that the program will facilitate an endless range of creative options personalized to individual living spaces.

The Alexa Hampton collection features a comfortable, classic aesthetic inspired by Hampton's travels to Morocco, the Middle East and India. Smart and stylish, the collection represents a new chapter in Hampton's design journey, with rich materials, complex finishes and delicate metalwork.

Along with the new custom finish program being added to Alexa Hampton, Theodore Alexander is expanding three other high-profile licensed collections this market with dining, occasional and accent pieces:

- The Jamie Drake collection, which features a Parisian chic flair.
- The Richard Mishaan collection, an eclectic mix of different periods, colors and textiles.
- Victory Oak, part of the Althorp Living History collection, inspired by the Althorp Estate, the Spencer family's ancestral home for 19 generations of British nobility.

In addition, the company is adding new pieces to its contemporary-leaning Theodore Alexander case goods and occasional collection. **T**

Hickory White turns furniture into art

A classic collection of case goods and upholstery in a mix of bold and bright colors, new finish additions to the Hand Decorating collection and a new Eye Candy hardware program are among the introductions Hickory White has planned for this spring.

Leading off the introductions is the new Trellis collection of case goods and upholstery. On the case goods side, key elements of the Trellis collection include tailored and graphic shapes. In upholstery, an innovative mix of bold and bright colors is among the distinguishing features.

The Trellis collection takes its name from the architectural structure used to support and display climbing plants. In Latin, the word *trilix* means woven with three threads.

"The three threads to good design could be described as: structure, meaning it should be structurally sound; function, meaning it must have practical function; and aesthetics, meaning it should be beautiful," said India Miller, showroom designer for Hickory White, who works closely with Terri Cole to create the company's inspiring showroom displays.

Upholstery pieces in the new Trellis collection include the Finn sofa, which features a wide-track arm sloping to the back of the frame. A two-over-two cushion design invites relaxation and offers ample seating. The solid-wood base accentuates the frame and adds to the overall casual yet elegant aesthetic.

"I am excited about how Trellis has come together," said Cindy Hall, vice president of wood merchandising. "The items in Trellis utilize what Hickory White does best: great design, new-on trend finishes and impeccable quality."

The new Eye Candy program features a fresh twist on hardware, enabling designers and consumers to transform case pieces into unique works of art through their choice of custom, hand-painted hardware. The program offers nine custom patterns and two different shapes on specific domestically made items.

In addition, Hickory White is expanding its Hand Decorating program with a range of new patterns. The program enables occasional pieces to be personalized with hand-applied decorations and finishes. New finishes include Brittany Stripes. **■**



Hickory White's new Eye Candy program allows designers and consumers to transform case pieces into unique works of art with the application of custom, hand-painted hardware.



Wrapped in a light gray textural leather with gold leather piping, this new 53163 nightstand from Sarreid opens to reveal a surprise: Both the top and bottom drawers are lined with hand-embossed paper in an elegant lotus leaf vine pattern.

Sarreid offers strength in digital strategy, tools

Sarreid Ltd. has adopted a motto of "Sarreid Strong" as it rolls out a variety of new digital merchandising and communications tools aimed at helping retailers and designers stay competitive in this difficult business environment.

"While we know many are contending with supply chain issues this spring, we prepared in advance for this possibility and our warehouse is full of exceptional product available for immediate shipping," said Brad Cates, chief operating officer. "Our focus, therefore, has been on communicating our stability and leading with a calm voice."

Sarreid is marketing its strong stock position to retailers and designers with an aggressive digital strategy that includes new product videos and an online newsletter. Even before the Spring High Point Market was postponed and then cancelled, the company had begun digitizing its market experience, according to Cates.

"Our team has shot multiple videos of our complete showroom to ensure that our distribution partners have the ability to see all that we offer," even if they are unable to attend market, Cates said. "I'm certainly still high on High Point and the ability for our customers to see, touch and feel the product, but extraordinary times call for extraordinary measures."

Cates added that Sarreid is seeing "exponential increases in traffic" to its redesigned website. "We're providing more comprehensive web-based tools than we ever have, and this means that our website is moving closer and closer to mimicking what sales representatives were able to show our customers on their iPads."

"As it stands, any of our sales associates can, with complete confidence, look at our website and know exactly what is in stock because the website is updated four times per day."

Sarreid also is creating product videos in which Cates personally demonstrates functionality, form, color and finish. "All of our customers (will) essentially have access to a web-based training program on their laptop, iPad or mobile device," he said.

In addition, Sarreid is producing a monthly digital newsletter focused on company news and designer profiles that is distributed to more than 10,000 people. There are also multiple weekly eblasts, and the company has stepped up its social media efforts.

"We've placed interactive digital banners on the sites of design influencers to keep our product front and center, and we're complementing this effort with heavy use of video messaging and development of a Sarreid YouTube channel," Cates added. **■**