

@ MARKET

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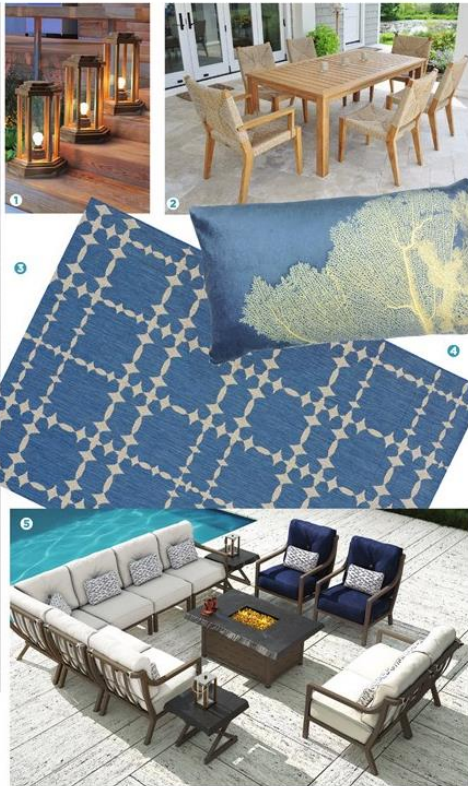
ZUO
Casually illuminate a patio area with the Letter floor lamp series. The line features natural teak with a step profile and hexagon-shaped design. Slim glass panes surround a single light bulb. Showroom: IHFC DS02
zuomod.com

KINGSLEY BATE
All-weather rope is hand-woven around premium, Grade-A teak frames to form the new Hadley collection. With Danish modern styling and a triangular woven pattern, the line includes dining chairs, deep-seating lounge chairs, a settee and an ottoman. Showroom: IHFC IH111
kingsleybate.com

CAPEL RUGS
Tower Court is an addition to Capel's Finesse collection and Coccoyo line and comes in four colorways: charcoal, spa, capri blue and barley. Machine woven in Belgium of 100% olefin. Showroom: Market Square 112
capeirugs.com

AVIVA STANOFF
The Seafan pillow in twilight outdoor velvet has a nautical theme with a coral reef design. Its blue color makes it versatile and brings style to almost any outdoor area. Showroom: IHFC IH006
avivastanoff.com

CASTELLE
With a classical yet open frame seating design, the Legend collection boasts lounge and dining options. All pieces feature durable multistage powder-coat finishing and optional artisan applied antiquing. Showroom: IHFC M101, M105
castelleluxury.com



MARKET REPORT

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president, Palecek. "We finally decided to put our foot down and get into it, and we've had big success." He's speaking of their recent San Remo collection: handwoven, marine-grade rope over an aluminum frame, with golden teak legs. The line now includes a sofa, lounge chair, dining chair, dining table and bar stool, with more pieces on the way for a full collection. This month at the High

Point Market, Palecek will introduce yet another outdoor line, the name of which was under wraps as of press time. Meanwhile, Janus et Cie was busy with a new venture: Taking some of their best-selling outdoor chairs, such as the Amart low back, inside in natural rattan finishes such as Grey Wash, Pagrus, Sycamore and Concord. And Century Furniture was bracing for a whole new outdoor collection and a major move—all at once.

"We're in an interesting place now because what we're showing here is the Dunesville collection, which has not shown here yet, plus we've added some pieces to the Dunes line, a sofa and a loveseat," said Haynes King, director of outdoor products, Century. But the Thomas O'Brien outdoor introduction will be this month at High Point Furniture Market, when Century will move from its 30-year showroom in Market Square

to a temporary space at 520 N. Hamilton St. Eventually, the company will have a permanent home at 800 Stoebe. With so many Florida and Texas buyers missing the Chicago show due to the hurricanes, there could be extra outdoor traffic in High Point, with businesses trying to catch up for lost time from market. Still the indefatigable spirit of the casual industry prevailed in Chicago, capping off a week of fashion, innovation and community. ■

THE SEVENTH FLOOR SETS THE TABLE

PACKED WALL-TO-WALL WITH MORE
than 150 manufacturers showcasing everything from dinnerware to performance fabrics, the energy pulsed on the seventh floor of The Merchandise Mart during Casual Market Chicago. Once you start walking the seventh floor, its sheer size becomes apparent. But it wasn't just the size of the floor; it was the number of people walking the aisles.

"Despite the storms impacting travel, it seems like there's heavier traffic this year than last year," said David Swers, president, Glen Raven Custom Fabrics. "Overall the traffic has been steady all week."

NEW & NOTEWORTHY
With more than 30 new exhibitors setting up shop for the first time this year—Carolina Casual Furniture, Frankford Umbrellas, Krahn and Wicked Wicker, just to name a few—there was no shortage of fresh products on the seventh floor. And while there were chat sets and fire pits around every corner, the real stars



Merritt Int'l. Swirl Breeze line in aqua/green and rust/cream

of the show were all the outdoor accessories. From Merritt International's vibrant Swirl Breeze melamine dinnerware to Carolina Casual Furniture's colorful birdhouses, the growing trend of colorful accessories appeared everywhere. Almost every neutral colored sectional or chat set, such as Indosol's Caribbean collection, had pops of color in the form of pillows. Shade continues to grow in popularity, as Frankford Umbrella, Woodline, Articulated Shade and California Umbrella all introduced higher umbrella heights that

help maximize the view. Frankford Umbrella President and CEO Mark Kauffer said there was a great response to the company's first time showing, as they've recently moved from the commercial business to the consumer side. Lighting also appeared to be a growing category. Elk International, for instance, brought lamps of all colors, styles and sizes that Nathan Bliss, director of sales, said can be used both inside and out. "Our lamps come with waterproof bulb coverings, making them safe for the outdoors," he said. "We

think lighting is a growing category for outdoors."

OUTDOOR FUN
The seventh floor is the place for whimsical, creative items, and Think Outside and Jordan Manufacturing rolled out some of the quirkiest products.

Think Outside founder Aaron Jackson creates garden sculptures from recycled aluminum barrels by cutting them into shapes and welding them together. "The animalled sculptures make for great conversation pieces and are both playful and creative," Think Outside. Jordan Manufacturing's Beverage Buddies are floating drink holders made from lightweight polyester mesh that use polystyrene beads to keep refreshments cold. The pillow-like holders add playfulness to outdoor areas with fun designs like a slice of pizza, a butler and a smiley face. On the seventh floor the creative spirit of the category shines, capturing the fun and innovation of the industry.

TREASURE GARDEN

INDUSTRY AWARDS

Continued

LIFETIME ACHIEVEMENT AWARDS

DURING THE GALA, THE ICFIA HONORED TWO OF the industry's most beloved figures—Pete Fleischut of Casual Marketplace and Oliver Ma of Treasure Garden—with its highest prize, the Lifetime Achievement Award.

"When you look around this room, this is a room full of winners," Fleischut said. "We're such a dedicated industry, and it amazes me how dedicated we all are and how hard everyone works."

Fleischut opened her first outdoor furniture store in 1984 after struggling to find furniture for her own vacation home on the New Jersey shoreline. Called The Sand Piper, the shop was four hours from her home in York, Pennsylvania.

The commute became more tolerable when her husband's career moved them to Hockessin, Delaware. Then, in 1985, an historic mill property became available in Hockessin, and she closed the little beach shop in New Jersey and opened Casual Marketplace.

Fleischut transformed the 1572 mill into a three-floor showroom with two outdoor pavilions featuring over 1,800 pieces of furniture, hearth



Oliver Ma and Pete Fleischut accept the award from ICFIA Chairman Doug Sanicola.

board since the day they first opened the doors. Fleischut was instrumental in advancing the merger of the Casual Furniture Retailers Association with the manufacturers' trade association in 2008, and she served as the ICFIA's first vice chair. Fleischut is now completing a three-year term on the ICFIA Board of Directors. "Love who you are, love what you do and love this industry," Fleischut said in her acceptance speech. "If you wake up in the morning and



brother in 1975, exporting beach and garden umbrellas from Taiwan to mass merchants and outdoor furniture manufacturers in the United States. In 1980, he opened a sales office in New York City, but he found that specialty stores wanted customized products made in the United States. So, in 1984, he built a small factory in Baldwin Park and launched the Treasure Garden brand.

Throughout the 1990s, the company strengthened its customer service and product development. In 2000, Ma built a vertically integrated factory in Ningbo, China,

Aluminum extrusion, zinc die cast and plastic injection molding all were handled in the same plant, minimizing cost and maximizing quality control. During this time, the company introduced many patented designs and developed protective furniture covers. Expansion into the European, Australian and New Zealand markets resulted in another new factory, built in 2008. Diversifying into additional product

categories, including pop-up tents, pavilions, retractable awnings and accessories, allowed the company to balance its production for different seasons.

"Treasure Garden's products have resulted in seven straight Manufacturer Leadership awards in the shade category from the ICFIA retail membership. The award recognizes the company's products, people and production efforts. "We have to face the future together, and we have to help each other," Ma said. "This is a great country that gives you opportunity. I love this country, and I love you guys."

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—Pete Fleischut

products, giftware and holiday decor. Her husband, Harold, joined her in the business about 20 years later. Today they have 15 local employees, including one who's been on

work hard for yourself, hard for your family and hard for this industry, you'll have the achievement of a lifetime." Ma entered the shade products business with his

LAURIE BELL

Continued



Y Kas Rugs features a bold geometric pattern in on-trend blues and grays, woven of weather-resistant polypropylene. kasrugs.com

A Laurie Bell Multiple patterns in the same palette make it easy to mix and match these pillows from Laurie Bell. lauriebell.com



A Zuo Modern Part of Zuo's new décor line, this planter has a distressed finish and a poppy geometric design. zuomod.com