

Watermark Living



1. Sifas
Consisting of a three-seat settee, two-seat settee, braided lounge chair, rope lounge chair, rectangular coffee table, square coffee table and a side table, the Riviera collection blends art deco influences with texture play. Available in a variety of color options.
Showroom: SAMS G-6033
sifas.com

2. Company C
The Jackson rug was inspired by the Grand Tetons and Native American weaving patterns. The easy-care polypropylene yarns are softly mottled in shades of classic red and denim blue.
Showroom: IHFC M126
companyc.com

3. Skyline Design
The Bandido seating collection is composed of wide bands of strong and durable woven fibers in a Silver Walnut finish. Made with aluminum, the collection is lightweight and sturdy.
Showroom: InterHall 207
skylinedesign.com

4. Couture Jardin
Done in a light, architectural style, Cuddle features all-weather rope finely knotted over a powder-coated aluminum structure. Couturetex fabrics cover multi-density foam on the cushions.
Showroom: InterHall 601
couturejardin.com

5. Cane-line
Peacock is a modern chair designed by Foersom and Hiort-Lorenzen MDD. The Cane-line soft rope makes it ideal for outdoor use in any climate, as it is both temperature- and UV-resistant.
Showroom: InterHall 311
cane-line.com

6. Fermob U.S.A.
The new Lorette collection is a part of the latest collaboration between designer Frédéric Sofia and Fermob. Inspired by mashrabiya latticework and canework, the chair is shown here in a monogram color and offered in the full Fermob style palette.
Showroom: SAMS G-6000A
fermobusa.com

7. Watermark Living
The Manchester deep seating collection blends modern simplicity with formal elegance. Designed for outdoor use in any climate, the line has a powder-coated aluminum frame.
Showroom: 205 S. Main St.
watermark-living.com

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high point debuts

Get a sneak peek at products launching at the fall
High Point Market, October 19-23



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Castelle and Watermark Living



MARKET INSIDER'S GUIDE

How to make the most of High Point Market

By Laurie Rudd

As the October High Point Market opens, the appeal of outdoor living will once again be on display with hundreds of showrooms presenting the finest in casual furnishings and accessories. Yet with 180 buildings and 12 million square feet of showroom space, navigating the High Point Market can be a daunting task. Here are our tips for making the most of market.

1. USE THE TOOLS

With the scope and unique configuration of High Point Market, no one is more aware of the challenges it poses than its organizers. As a result, a tremendous focus is placed each year on delivering navigational tools at no cost via a robust website and associated mobile apps.

"We try to make it easy for buyers to find just what they're looking for via the extensive exhibitor search feature on our website,

where users can focus their search based on a multitude of factors such as product category, price points, design style, purchasing options, etc.," says Ashley D. Grigg, director of marketing and communications, High Point Market.

And the High Point Market's "My Market" iPhone app allows visitors to sort through exhibitors to create a focused and time-saving schedule.

2. HAVE A PLAN

Having a plan for each day can help you save valuable time (and steps!) while seeing more exhibitors.

"The best advice I can give is to go to the market with a clear plan," says Rory Rehmer, senior vice president of sales for Castelle. "Know where the vendors that you would like to see are located, and map out each day to minimize the time between ap-

pointments. Going with no plan will result in a significant amount of time spent backtracking between appointments."

3. DO YOUR HOMEWORK

Even with a shopping plan, the number of companies offering furnishings and accessories for outdoor buyers is still overwhelming. Something as simple as talking to others in the industry is a great way to pinpoint manufacturers that are a fit for your store or client. And do a little research on unfamiliar companies to see how their products fit into your business goals and what's popular with consumers.

"Take a look at your showroom floor and determine what is missing," says Claudia Mejia, customer experience manager at Kamoa. "Look at what's trending in the indoor market and see how it relates to what you offer."

BEHIND THE SCENES

And be sure to check out our High Point Market Product Portfolio (pg. 32) to get a first look at some of this show's intros.

4. MAKE TIME FOR EVENTS

One feature of the High Point Market that cannot be emphasized enough is the opportunity for education. Multiple panel discussions, keynotes and workshops offer information along with a chance to network with other retailers and designers.

"We have found that offering educational experiences within the showroom provides tremendous benefit to the market attendees as well as enhances our brand's recognition within the category," says Tim Newton, president, Watermark Living. "We are encouraged by the interest in learning about not only the essential facts of performance products, but also the business

opportunities these products create."

Visit highpointmarket.org/events for the full educational event schedule.

5. PREPARE TO SHOP

While new products are literally everywhere in High Point, casual manufacturers will not disappoint with a tremendous array of what is trending this season.

"This year, we are introducing two collections that speak directly to the buyer's desire for mixed materials and for pieces that further blur the line between indoors and out," says Mejia. "We are introducing the Santorini collection that is imbued with a midcentury feel, and the Sardinia, which mixes two-toned Sunbrella rope and colored aluminum frames."

In the Watermark Living showroom, buyers can peruse pieces designed to mix

and match, making it easier to sell more with less space.

"This gives retailers and designers of all sizes the greatest chance to say yes to clients' requests without the need for multiple suppliers," says Newton.

Designs made from materials and finishes often used for interiors will be on display at Kingsley Bate's InterHall showroom.

"Our Hudson collection takes its inspiration from classic Danish furniture," says Brian Blakeney, vice president of sales and marketing for Kingsley Bate. "The seating has a solid teak frame, and the seat and back are woven with all-weather wicker designed to look like authentic paper cord."

Castelle builds on the success of its Barclay Butera and Biltmore licensed collections this market.

"We are providing traditional furniture retailers and designers with products that are made with their clientele in mind," says Rehmer. "With each piece able to be customized with hundreds of options, our products can appeal in a major way for these buyers and their customers."

And the casual category continues to expand this market, with Bernhardt launching its outdoor line. The new division, Bernhardt Exteriors, will bring nearly 50 new designs this market. But they're not the only ones expanding their outdoor reach. Lexington Home Brands adds five new collections to its Tommy Bahama Outdoor line, and Braxton Culler partners with HGTV star Hillary Farr for a new collection that includes outdoor pieces.

At High Point Market, come prepared not only for the sophistication and massive scope, but also the innovation and inspired experience.



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