

# Amrapur Shows Off its Break

## Unveils innovation in bedding, bath

BY JENNIFER MARKS

At the New York Market – Amrapur Overseas is putting the focus on design leadership and product innovation this week as it works to grow its business with brick & mortar retailers.

The company's design team travels around the world to identify new trends and to purchase or develop unique and exclusive artwork, according to vp of design and product development Dawn Rochelle Fields.

"Design works hand in hand with the sales and production teams for speed to market," she added. "We respond quickly to trends, with our design team creating new collections six times a year, adding to our inventory and products available to our partners for great speed to market."

The company also enjoys a global sourcing presence, with more than 200 employees in overseas offices handling supply chain, quality assurance and merchandising.

"The sales team works with their retail partners thoroughly examining and merchandising the line," said Fields. "They travel to the branch stores on a regular basis comp shopping to determine our partners' needs, and to bring innovation to each individual based on

their market openings."

This week's introductions include Nanotex sheet sets with Cool Comfort technology. Amrapur has developed two constructions: one a 120 gsm microfiber for opening price points and the other an 800-thread cotton-rich blend.

It's also unveiling a new towel made using a zero twist, super-fine yarn used in sheeting for a luxurious hand and feel. Amrapur ceo Kevin Wadhvani said of the ultra-absorbent towel: "It's like zero twist on steroids."

The company is now offering a full collection of bath mats and shower curtains as well. "We feel there's brick & mortar business we can address with this category," said Fields. "We know how to build programs for each tier of the business."

"When it comes to core competency, Amrapur is something 'core' to different customers," she added.

"For some it's towels. For others it's fashion bedding," she continued. "Why we say we're a one-stop shop is because we really understand how to build the business for everyone from the high end down to promotional opening price point."

Amrapur's showroom is located at 306 5th Ave.

**H&TT**



For bedding, Amrapur's design team creates new collections six times a year.



Bath continues to expand as a category for the company.

# Caldeira US going strong for 10 years – and counting

## Tells color stories with new dec pillow lines

BY CECILE B. CORRAL

At the New York Market – A decade has gone by since British dec pillow company Caldeira stretched its business across the pond.

"This year will be our 10th anniversary trading in the United States, which we cannot wait to celebrate during market week," said Kate Jackson, product development, design and sourcing.

And business keeps growing annually across multiple channels, prompting Caldeira U.S. to continue expanding its offering across fabrications, price points and lifestyle themes.

Jackson told H&TT about new collections launching this week.

"We have focused one of our newest collections on a sophisticated Scandinavian trend," she explained. "Our second collection is about injecting deep blues and ink tones alongside our bestselling Belgian cut velvets."

Native Ochre is a grouping of simple patterned chenilles and contemporary textural velvets inspired by subtle Scandinavian designs and colors.

"With the use of icy blues, steel grays and a hit of ochre, this collection [is designed to] suit any home décor," Jackson added.

Pillow styles in this collection include: Belgian pattern chenille, real raw cashmere fur, Belgian pattern chenille, Italian cut velvet, and Chinese quilted plain.

The second grouping is dubbed Into the Blue, as it uses deep space blues and pairs them with pops of ivory for contrast and drama.

"This range is all about creating surface texture by using abstract digital prints alongside real fur cushions and interesting woven techniques used within our Bel

gian cut velvets," she noted. "New Geometric Belgian cut velvets on silver metallic grounds tie this trend together, creating a luxurious collection."

Pillow styles that comprise this collection include: a Belgian chenille, a Chinese digital print on velvet, a Belgian cut velvet, a Chinese knitted velvet, a Chinese crushed velvet, a Belgian cut velvet and a real Mongolian fur.

Caldeira's showroom is located at 230 Fifth Ave. **H&TT**



Caldeira is enlarging on its style offerings in dec pillows as it marks its 10th anniversary in the U.S. market.