

Amrapur Pumps Up the Volume

Expands bedding, bath and window programs

At the New York Market — Forget about more is less. Amrapur Overseas is building out and layering on.

The multi-category home textiles company has boosted the assortments it stocks in its California warehouse from 3,000 skus to 3,500 since last March. Its window assortment alone has ballooned more than 50%.

Window has been a basic year round business for Amrapur with its e-commerce accounts. It carries a full palette of faux silk room darkening grommet top panels. Embroidered sheer panels have sold year round as well, so it is expanding the category in colors and designs.

“We have been challenged to add to the window assortment and will be showing the full collection this market,” said Dawn Rochelle Fields, vp for design and product development. “The majority will be room darkening, in fabrications including faux linen in all weights and colors, crushed and soft hand velvets, new sheers, faux suedes and brushed fabrications with metallic foil designs, as well as metallic prints on faux linen. Grommets continue to be our best-selling top treatment, and we will offer a range that includes rod pocket and back

tab this market.”

Window has also played into multi-piece bedding sets for Amrapur. It got a good response online to 24-piece sets that included eight-piece window sets at retails of \$119-\$129. It’s now multiplying colors for the top-selling designs.

The company is also addressing sharper price points.

“Consumers were looking for a bedding set under \$99, so we introduced 16-piece sets, which many traditional brick-and-mortar stores carried in the past. By reducing the piece count we were able to hit retails of \$89-\$99,” said Kevin Wadhvani, ceo.

The 16-piece set is offered with a matching throw, replacing the bed skirt.

The company’s high volume eight-piece bedding set includes a sheet set with two extra pillowcases, comforter, shams, euro shams, additional decorative pillows and matching throw. Duvet covers are also a growing category, and Amrapur is doubling its offering, adding embroidery and other techniques for added value.

“We work hard to listen to the needs of our retail partners,” said Wadhvani.

Amrapur’s showroom is located at 306 Fifth Avenue, 4th Floor. **H&TT**



Indulge. Amrapur’s 16-piece sets include Paisley Garden, top, and Palermo, right.

