

Market bursting with beds

Hybrids, adjustables drive robust recent business

BY DAVID PERRY

AT THE MARKET — Buoyed by an industry report of booming business in June, this bedding-rich market kicked off on a positive note. Adjustable beds and hybrids were key topics of conversation as retailers began visiting the more than 100 bedding exhibitors here.

Mattress retailers are experiencing growth this year and are looking to fine-tune their lineups this summer and fall, bedding exhibitors said.

Early action in bedding showrooms

was modest, some producers reported, but several others said they had full slates of appointments. "It's not the quantity that matters, it's the quality," one leading producer noted. He expects to see several key customers and prospects this market.

The industry report was issued by the International Sleep Products Assn., whose Bedding Barometer report noted surging business in June, with units up 8% and the wholesale value of bedding shipments up an even stronger 12.2% that month.

The ISPA report noted double-digit unit and dollar gains for innerspring bed-

ding in June, an indication of the vitality of hybrids — beds that combine springs and specialty foams, bedding observers said. Innerspring bedding is significantly outperforming specialty bedding so far this year, the bedding industry's trade association reported.

The reports of robust bedding business in June kicked the bedding market here off on a high note.

"Business is up," said Don Wright, senior vice president of business development at Wright Global Graphics, an industry supplier. "Consumer **p92**

Coaster rolls out Donny Osmond line

BY CINDY W. HODNETT

AT THE MARKET — Coaster Company of America is rolling out the Donny Osmond Home collection here, a full-line group of 120 SKUs of bedroom, dining room, upholstery, home office and accent furniture.

The company is hosting a "meet and greet" reception with Donny and Debbie Osmond this morning in the company's showroom in C-1621 from 10 a.m. to 11 a.m.

Coaster officials said the aesthetic of the collection references the couple's lifestyle with both modern and rustic styles.

"Our collaboration with Donny and Debbie Osmond depicts Donny's lifestyle of 'a little bit of country and a little bit of rock-n-roll,'" said Crystal Nguyen, Coaster's director of case goods and product development. "Our roll-out collection caters to today's busy family lifestyle in



Donny Osmond shows off a solid-wood dining table that is part of the 120-SKU Donny Osmond Home collection at Coaster.

urban cities, as well as country. Beautiful finishes, well-scaled pieces full of function, charms and quality are echoed throughout the entire collection."

The rock-and-roll or city style features furnishings with sleek, modern designs. The country style highlights pieces with mixed media, rustic woods and a **p92**

Henning named president of Wesley Allen

BY THOMAS RUSSELL

LOS ANGELES — Metal bed manufacturer Wesley Allen has named bedding industry executive Chris Henning as corporate president, a new position in which he will assume a number of responsibilities formerly overseen by long-time president and sales executive Terry Steed, who is retiring from management.

Henning comes to the company from bedding producer King Koil, where he



Henning

strategic planning for Comfort Solutions.

He also has served as the North America president of Kingsdown and was

most recently was executive vice president of sales and marketing. Before that, he was president and CEO of Dormeo Octaspring and earlier was senior vice president in charge of

president of Tempur-Pedic Retail.

In addition, he has held executive positions at Tempur-Pedic International and International Bedding Corp.

In his new position, he reports to founder Victor Sawan, who remains CEO and who will continue to stay involved in merchandising, major projects and overseeing company strategy. Henning will oversee the day-to-day functions of the business, which will include areas such as sales, marketing, operations **p92**

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What's Inside

Home entertainment business remains brisk

No summer doldrums here, as several vendors are aggressively going after more business at market with a variety of new configurations and style directions. **p4**

Metal beds turning heads with new designs, finishes

Metal beds aren't just made of metal anymore, and a number of metal bed resources are finding success at market with ancillary products ranging from bar stools to dinettes. **p6**

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SPACE A525

The Stella credenza is among the case pieces in David Brian Sanders' new line.



INDUSTRY NEWS

David Brian Sanders launches namesake line

BY POWELL SLAUGHTER

AT THE MARKET — Los Angeles interior designer and television personality David

Brian Sanders is launching a new collection of furniture at this week's Las Vegas Market.

David Brian Sanders: The Collection debuts in space B-200-2. The initial round of product includes 12 customizable pieces for the living room, dining room and bedroom.

"My whole goal was to design, produce and offer quality, elegant and affordable goods that are accessible to everyone," Sanders said.

Sanders' work has been featured in publications such as *Traditional Home*, *Renovation Style* and the *Los Angeles Times*. He is the host of FYI channel's "House vs. House" and he has been featured on television programs such as HGTV's "House Hunters' Renovation" and the Sundance Channel's "Lazy Environmentalist." He also has a home-fragrance line, David Brian Sanders Private Collection.

The first furniture collection includes seating, tables and case goods in natural walnut with modern silhouettes and clean lines, many featuring high-gloss lacquer accents in customizable colors and finishes including gold and silver leaf.

The first collection was inspired by Sanders' grandmother Stella, who epitomized elegance and style for him in his youth.

"My grandmother was the one who taught me about the finer things in life," Sanders said. "She came from humble roots but turned her life into a classy, sophisticated and glamorous adventure."

The Stella credenza and media console feature high-gloss lacquer legs and drawer interiors. The Stella dining table has a walnut base and customizable natural marble top. A customizable shelving unit can change shapes to function as a traditional bookcase or a room divider. A curated selection of accessories, including tabletop items, woven baskets and lacquered trays, rounds out the collection.