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this week in home décor

Week ending Dec. 21, 2007

Hello. This week in home décor:

Retailers coming into the final stretch

Holiday sales at **Mary Sherwood's** Lake Gaston, N.C., store are exceeding expectations. What accounts for the increase? Two things, Sherwood says. First, a room addition to the store has given it a front window, so now customers can see what's for sale.

Second, she attributes the increase to the excitement and synergy around a new store she opened in September in Midlothian, Va. (Richmond area). Sherwood was encouraged to open a store there because of the many Lake Gaston vacationers from Richmond. Sales are so strong in Virginia that she's had to ship some inventory up from North Carolina. One shopper denuded a tree of its ornaments.

The new store—COZI Inspired Interiors—has a more transitional look that appeals to the area's younger families. [Sherwood](#), a successful interior designer with her own signature style, has plans to open stores other cities in Virginia and North Carolina. She's been working in Lake Gaston for 20 years. (The top photo shows a display in her Virginia store.)

In Bridgeton, N.J., **Joseph Santoro** had a good turnout at his three-day event over Thanksgiving weekend. (That's his window display in the bottom photo.) He offered 20% off, plus an extra 10% to customers who donated an item for the local animal shelter. [Santoro & Company](#) collected three truckloads of food and pet supplies. Santoro catered the event, gave away prizes from the store and from affiliated

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vendors, and staged an outdoor light show.

Thanks to all the readers who submitted store photos. Unfortunately, I could not include them all.

A product we like

We like this playful pup bounding across a snowy field. The 2-foot by 3-foot New Zealand wool rug (\$42 wholesale) is from **Chandler 4 Corners**. See more about this company at [Find It!](#). Enter keyword "dog" to find other dog-themed accents.



Home décor people

CBK named **Jerry Foreman** to the newly created position of vp of merchandising and marketing. **Sara Nemerov** was promoted to vp of global licensing at **The Trump Organization**.

[Robert M. Kulicke](#), whom the New York Times called "the most innovative and influential picture frame designer in the United States," died Dec. 14. He developed a welded-aluminum frame and a Lucite frame for New York's Museum of Modern Art and a floating frame for Knoll Associates. Mr. Kulicke was 83.

Birthday greetings to my wife, **Penny** (Dec. 21), *Home Décor Buyer's* sales information coordinator **Jeanine Caughlin** (Dec. 21) and TLS by Design's **Jeff Day** (Dec. 24).

Companies

Home textiles design and manufacturing company [Bella Rose by Chateau](#) named sales firm **Napp Deady** its rep in the Southeast. Accordingly, Bella Rose is moving into Napp Deady's showrooms in Atlanta and High Point.

Bedding and gift wholesaler [Suburban Silk](#) opened its second retail store on Dec. 7. It's in the new town of Prospect, Colo. (Longmont area). Suburban Silk's first store is in Boulder, Colo.

The following companies have taken permanent showrooms in the [L.A. Mart](#): Archipelago, Coastline Imports, Entertaining Creative & Fun, Eve Yun Designs, JDH & Co., Kalei, Prestige Identity and Vivre Luxe.

Z-Line Designs has renewed its NASCAR Nationwide Series sponsorship of the **Joe Gibbs Racing** team for the 2008 season. Z-Line, an importer/manufacturer of home office, home entertainment and home décor ready-to-assemble furniture, will sponsor 11 races.

Datebook

The Islamic holiday [Eid-al-Adha](#) ends Dec. 22. [Christmas](#) is Dec. 25. [Kwanzaa](#) starts Dec. 26.

The [Philadelphia Gift Show](#) (Jan. 5 to 8) kicks off the 2008 season. See more shows at [Datebook](#).

55 issues later

We launched this newsletter on Jan. 12 with the lead story "Pacific Rim licenses National Geographic." One month later you read "Pacific Rim Import Is In Receivership." What a year 2007 was. Even when heavy storms knocked out power, flooded our basement and closed the office in August, we produced the newsletter.

Thank you for your support over these 55 issues. If you missed an edition, check out our [archives](#). If you are reading a forwarded copy and want your own, subscribe [here](#).



JAN 28
Thru
FEB 1
2008
WMC
&
PAVILIONS

JAN 29
Thru
FEB 1
2008
MGM
GRAND

LAS VEGAS MARKET

That's it for this year. "this week in home décor" returns Friday, Jan. 4. Watch your mailbox next Friday for a special new year's greeting. Buy-Buy.



[Jim Carper](#)
Editor
Home Décor Buyer

