

Buyers still seek value Uptick fuels hope for eventual rebound

By Clint Engel

LAS VEGAS — Retailers attending this week's Las Vegas Market are hoping to find the kinds of specials and great values that will turn a recent uptick in business into a bigger, better story.

Most still characterize the

business climate as challenging and inconsistent, and really don't expect any big rebound until some time next year. Yet several retailers said they saw improvement in traffic and sales in August — if not earlier — reporting that consumers finally appeared to be in the mood to buy.

So they are in Las Vegas set on keeping the momentum going and looking to fill holes in their lineups across the board. Some are shopping a few price points down from their usual lines, adding bread-and-butter promotional to midpriced goods to see Retailers, p140

Simmons cuts prices on foam line

By David Perry

LAS VEGAS — Bedding major Simmons is cutting the starting price point in its specialty sleep ComforPedic line by \$1,000 as it aims to redefine the competitive landscape in

the memory foam category.

The new ComforPedic Loft line, featuring the company's proprietary NxG memory foam, will retail from \$999 to \$1,999. The existing ComforPedic line starts at \$1,999 and tops out at \$4,999.

Simmons spent more than a year researching and developing the ComforPedic Loft line, designed to appeal to more youthful, modern-minded consumers interested in a memory foam mattress. see Simmons, p138

Pilgrim plans third Conn. store

By Clint Engel

MANCHESTER, Conn. — Pilgrim Furniture City says it will open a third, 72,000-square-foot store here in February, taking advantage of

a favorable leasing market and filling out its coverage in the state.

The Southington, Conn.-based midpriced retailer, with stores in Southington and Milford, Conn., is taking space

now occupied by a VF Outlet store in the Plaza at Burr Corners shopping center.

The store, comparable in size to Pilgrim's other showrooms, will be about 20 miles see Pilgrim, p138

More Vegas news ...

SLF, Pulaski in larger space, p8

Spring Air has new lineup, p24

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ROWE FURNITURE
World Market Center C-1305
The Dahlia chair is from Rowe's new Vivienne Tam collection, in eclectic, Asian-influenced styling.



PALECEK
World Market Center C-696
The Orbit Penshell Table combines hand-split bamboo and rattan with a penshell top in an antique golden brown finish.



NATHAN ANTHONY
World Market Center B-754
The stylish Yael chair mixes a top-grain aniline leather with a hemp back in a houndstooth pattern.

advertisement

Simmons believes:

There's now a premium memory foam mattress at an attainable price.

Come see the sleek, new ComforPedic Loft™ collection in the Simmons showroom, space 525.

Bedding groups endorse WMC's 'Is It Home Yet?'

LAS VEGAS — Two bedding trade associations have endorsed the World Market Center's new "Is It Home Yet?" national marketing campaign.

The International Sleep Products Assn.

and the Specialty Sleep Assn., which both have spaces at the bedding-rich WMC here, are lending their support to the multi-year \$20 million campaign.

see Campaign, p138

www.furnituretoday.com

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Industry News

One Good Chair winner to be chosen at market

LAS VEGAS — Two chairs from Europe and one from a Florida designer are finalists in the One Good Chair competition, with the title to be awarded at this week's Las Vegas Market.

Designers and students were challenged to create sustainable chairs expressive of their environments for the latest competition, subtitled "Fit Right Here." Finalists are:

► Andrej Blazon of Movo Mesto, Slovenia. His entry, called the Charity Chair, is made of recycled and recyclable materials in an Escher-like shape, inspired by the cornets (hats) worn the Daughters of Charity order of nuns.

► Azul Cadenas of Mi-

ami Shores, Fla., with the BAMTAK Chair. It pays homage to the chaise lounges in which Argentinians sit during "asados" or barbecues. Made of bamboo found near the Delta River in Buenos Aires, it is a compact version of the traditional chaise, aimed at urbanites looking to lounge without taking up too much space.

► Helene Cany of Cambrai, France, with the Sedillegi Chair, designed to invoke the sensibilities of Turin, Italy, with a shape inspired by seats in Fiat and Ferrari cars, both made in Turin. It is made of molded cork, has seating for two and is easy to transport.

Lance Hosey, chair of the

One Good Chair jury and competition organizer, is an architect and author of "The Shape of Green: Aesthetics, Ecology and Design" and writes the monthly Ecology column for Architect magazine. In addition to Hosey, the

jury includes Kira Gould of William McDonough + Partners; Zem Joaquin of ecofabulous; and Michael Wollaeger, Luxe magazine.

Information on the three finalists and 20 semifinalists is available online at www.onegoodchair.com.

Prizes will be announced

at the One Good Chair panel discussion and reception at the Las Vegas Market, set for 4 p.m. Tuesday, Sept. 15, in the World Market Center's World-view space, B-16th floor.

Chalfin scholarships awarded to two students

PATERSON, N.J. — Natalie Holmes Mitchell from Kean University and Jaelyn Spilberg from Brookdale College are this year's winners of the Samuel and Rhonda Chalfin Memorial Scholarship.

The scholarship is named in honor of the parents of Larry Chalfin, president of full-line furniture source Samuelson Fur-

niture.

The announcement was made during a dinner of the New Jersey chapter of the American Society of Interior Designers.

Students competed designing an occasional table. Each winner was awarded \$750 to use either for the school or the interior design program of their choice.

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1-800-874-1799 ■ Phone: 503-557-3114 ■ Fax: 503-557-8037
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See us in Las Vegas: #765 Bldg. B



Contact: Larry Kujavski, Sales Manager (larry@macolififestyles.com) 562-896-3137