

Quality Lives—with a Fresh Face!

Royal Home Fashions adds new offerings from the prestigious J. Queen New York line

No matter what the state of the economy or the political climate, quality never goes out of style. Even in tough times—perhaps *especially* in tough times!—discriminating customers are seeking value in the form of quality goods that last longer, perform more effectively, and delight the senses as they serve.

It's a principle that has brought 23 years of success to on-line retailer Royal Home Fashions and recently led them to begin showcasing even more exciting new bed, bath, and window fashions from J. Queen New York—a promising partnership that seems to be made in heaven!

The astonishing wealth of fashion-forward, quality-conscious designs erupting spectacularly from the two-year old J. Queen New York design house owes its origins to industry veterans Julie Brady and Jerry Mobley. Brady and Mobley illustrated the value of handling life's lemon's brilliantly after their former company changed ownership—pooling their talents and forming their own home fashion design firm in April 2009, and watching J. Queen New York take off like a rocket. They continue to recruit additional staff to keep up with demand, and their global outreach includes a J. Queen New York outpost in Shanghai.

Head designer Mobley shares the enthusiasm that continues to fuel J. Queen New York's growth as he discusses the firm's philosophy.

“When we decided to start the J. Queen New York company, one of our main goals was to bring quality back into the product, to spare no details. Throughout the industry we were

seeing more and more of those essential details taken away from the product in order to be super competitive with the pricing, just to satisfy the retailer. When we established J. Queen New York we said, ‘It’s all going back in!’”

So in an age of economy, cutbacks, downsizing and budget crunching, J. Queen New York is going large—with voluptuously oversized comforters and bed treatments, with richly textured fabrics, with colors and patterns that glow like jewels, and with bath and window treatments as timeless as they are fresh and original.

It’s all about sweating the small stuff—e.g. satin bed skirt bindings, European pillow closures, special stitching to create a sybaritically sumptuous effect, and more, Mobley explains.

“It can add quite a bit of cost to us to add in these extras, but when I step back and look, I ask, ‘Does it add something special and worthwhile to this piece?’ When it does, generally speaking, we don’t stray away from it. We are working with some of the best mills in the world, and over the years we have mastered very special techniques that require extra processes, and that cost comes right back to us, but once again, the value is there. And people are noticing and appreciating it.”

Royal Home Fashions customers are appreciating it, as well, says RHF owner Paul Murley, who now offers more than 30 J. Queen New York designs through the RHF on-line store.

“We feel that we have one of the best overall assortments of product when it comes to offering selections from industry leaders,” says Murley. “The J. Queen New York line, added to our Crossill collection, allows us to offer a wide array of products to appeal to virtually every taste and preference.

“J. Queen New York adds new products continually—each a tremendous value for the price our customers pay for them. We are proud to make them available in the Royal Home Fashions on-line store at extremely good pricing.”

With the move, Royal Home Fashions builds on a reputation for excellence established in 1988, when Murley leveraged his 15 years of retail experience in home textile merchandising into a successful Memphis-based company, providing customers worldwide with an extensive array of attractively designed comforters, featherbeds, curtains, bath accessories and more. Royal Home Fashions’ on-line business has grown so rapidly since its 1998 Internet venue was developed, that in 2008 more than 80% of the company’s orders were transmitted via Internet, resulting in Murley’s decision to close the Memphis outlet and pursue transactions totally on-line.

On-line business continues to boom for Murley and Royal Home Fashions. And with J. Queen New York on board and growing, the best is yet to come, Murley believes.

“We’re going to strive to do more and more,” promises Mobley. “Most of our fabrics are of a synthetic nature, but we’re now into the 100% cotton game as well. We’ll be creating some new cotton jacquards, which are very difficult to find in the market. And we will be continuing to place more and more emphasis on the quality of our fabrics. A lot of people try to take what we call the ‘picks’ out of the fabrics in order to make it a bit less expensive, but we do just the opposite—we ask for more rather than less, because we want the quality to be really special.”

The fabric patterns themselves are special, too. Ninety percent of the J. Queen **New York** collection is created from scratch by their own designers, and patterns are thus completely unique and original.

“Occasionally,” Mobley notes, “we may buy a piece of artwork and then translate that into a piece of fabric. Some of our designs are purchased from the world’s top art studios that specialize in textiles.”

The original designs and the arcane details of superior yarns and dyes are only a part of the mysteries that make J. Queen New York a fascinating source of Arabian Nights-level luxury and quality. Their richly sumptuous style also relies on truly secret techniques and processes known only to them.

One such exclusive construction process creates a very relaxed, three-dimensional quality, Mobley explains. “As yet, I’ve not seen anyone else achieve it. We do a lot of experimenting with the textiles and try to create things that we’ve never seen before—things that are very unique, and allow us to take a lot of pride in the quality of the fabric itself. Sometimes it doesn’t work, but most of the time we’ve been very, very lucky.

“The good news is that we’re getting consumer phone calls saying, ‘Thank you for bringing quality back into the market!’” says Mobley. “It’s nice to get validation.”

Their attention to small but significant details has drawn favorable notice from an increasing number of major retailers, as well, who have begun carrying selections from the J. Queen New York line—Dillard’s; Macy’s; J. C. Penney’s; Bed, Bath and Beyond; Touch of Class, and more.

J. Queen New York will soon be expanding into the piece goods business, expanding their global offerings to meet the demand for a fabric line available by the roll.

“We have customers waiting for it all around the world,” Mobley says.

Fabrics will feature the original fabric designs J. Queen New York has created for use in their own popular bed, bath, and window products.

From his perspective, Murley is delighted by the growing appeal of the patterns, and enthusiastic about adding even more new offerings from the J. Queen New York line to Royal Home Fashions' collection after more than 20 years of exclusively featuring products from the well-known Croscill line of home fashions.

“The textile industry has been hurt by horrendous market conditions,” said Murley. “It suffers along with the housing market and the economy overall. We recognized that some very talented artisans and experts—who had been displaced by downsizing—were succeeding spectacularly with their new enterprise at J. Queen New York, and bringing a breath of fresh air to the industry. We saw this as an exciting opportunity to expand our own business by being the first to bring J. Queen New York’s uniquely original offerings to our customers--a leap of faith that has certainly paid off!”

To learn more about the J. Queen line and other fine home décor products available from Royal Home Fashions, visit www.rhfashions.com or call 800-791-3322.