

Market Notebook

By FS staff

As You Like It

Introduced in September at the International Casual Furniture & Accessories Market in Chicago, the Lifeware Collection from Creative Woodwork International allows consumers to create configurations that meet their entertaining needs. Designed by Buck Campbell, the modular line features seven SKUs—a side chair, an armchair, a two-seat bench, a dining table, an extension side table, a coffee table and an end table—that connect to create 52 styles. Pieces can be assembled in less than 20 minutes using a connector kit.

Part of CWT's new Lifewood brand, all Lifewood items are made of eucalyptus and manufactured in Vietnam. Suggested retail prices range from \$49 for the serving tray to \$599 for the 8-foot-long dining table.

Like consumers, retailers will find plenty of things to like about this versatile cash-and-carry line. Because it comprises only seven SKUs, stores can carry less inventory. In addition, the pieces come in boxes that are easy to ship, store, display and carry.



Lifeware Collection by Creative Woodwork Intl. **CIRCLE 200**

Wine and Dine

Named for a North Carolina winery, RayLen Vineyards Collection made its debut at the Fine Furniture Design & Marketing showroom at High Point Pre-Market in September. The 35-piece collection comprises an array of midpriced bedroom, dining, entertainment and occasional pieces made of Asian walnut solids and cherry veneers. Three finishes are available: Bordeaux, a black crackle finish; Yakin Valley, a rich, deep brown tone; and Private Reserve, a hand-painted finish.

Bedroom pieces include beds, armoires, nightstands, dressers and chests. Dining offerings include round and rectangular dining tables, including a trestle table that measures 114 inches long; dining chairs with fabric and leather seats; china cabinets; and a sideboard. Mirrors, writing desks and chairs, and entertainment armoires round out the collection.

According to Ken Myers, who oversees FFDM's sales and marketing, the High Point,



Gallery writing desk and chair is part of the RayLen Vineyards Collection by Fine Furniture Design & Marketing. **CIRCLE 203**

NC-based company ships containers directly to U.S. furniture retailers from its new manufacturing facility in Shanghai, China. None of the pieces bear labels, enabling furniture retailers to add their own private labels.

“Lowell-Down” on Christopher

Designer, author and Emmy award-winning TV personality Christopher Lowell continues to expand his Christopher Lowell Home Collection for Flexsteel Industries. At the October High Point Market, Lowell unveiled a new slipcover program that allows consumers to choose from three sofa frames and seven fabrics, including microfiber, chenille, twill and denim. An assortment of washable, prepackaged covers retailing for \$150 each will let consumers change the look of their sofa whenever the mood strikes.

Lowell also has added two smaller sofas to his collection. The 77-inch-long Manhattan has two back and seat cushions, square arms and tapered wood feet. Demi-Chic is 72 inches long and comes with turned or flared legs or skirted.

New colorways join Lowell's Town and City Lifestyle groupings. “Savannah” brings shades of green to Town, while “Tuscany” adds touches of gold to City.



Tuxedo Flare slipcover sofa is part of the Christopher Lowell Home Collection by Flexsteel Industries. **CIRCLE 204**