

# Furniture Plus



Dale Tiffany returned to the Las Vegas Market with an LED portable lighting collection.

## Las Vegas Lighting Vendors Position Décor Driven Styles

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LAS VEGAS— The lighting portion of the Summer Las Vegas Market was lively, with a number of new major initiatives including stylish introductions.

What made the lighting part of the market so energized was that many perceived exhibitors were capitalizing on their opportunity to position lighting more as relatively inexpensive home décor and not simply as a functional products.

Although function remains vital, retailers, including Target and Bed Bath & Beyond, have been putting more emphasis on lighting merchandise to play up the product design and decoration potential. They are working, in some ways, to catch up with off-price retailers that have been able to stage attractive lighting departments, such as HomeGoods.

Dale Tiffany returned to the Las Vegas Market after a multi-year absence,

introducing participants to fresh examples of its portable lighting as well as new designs in its Favrile art glass lineup. Last year, the company did a stint in the temporaries, but for the most recent market, the company decided to lease a permanent showroom in the World Market Center.

In addition to lighting introductions, the summer market was an occasion to introduce participants to Steve Crawford, Dale Tiffany's new vp/sales and marketing. He said the company intended that the greater show presence should give retail buyers a larger sense of the biggest expansion in Dale Tiffany's 37-year history. As such, the company offered Favrile art glass both as standalone décor pieces and incorporated into portable lighting.

However, the company continues innovating in its core Dale Tiffany lineup and featured an assortment of new LED portable lighting. The LED lineup employs a patented light element that

can keep on shining for more than 25 years, Crawford said.

At its showroom, Dale Tiffany demonstrated various ways the company can apply both its lighting and glass expertise to provide sophisticated styles, including, for example, lodge, as demonstrated by the Spotted Owl lamp. On the décor side, Dale Tiffany expanded Favrile art glass capacities by offering a range of décor that included various animal designs such as a fish-focused aquatic collection that was distinctly executed but at a cost sharp enough that SRPs might come in below the \$100 mark.

At the market, Adesso continued to emphasize its ability to combine design sophistication and the latest light technology in the form of the Bennett LED desk lamp, which unites a minimalistic profile and mid-century styling.

Adesso offered product that addressed a variety of considerations, including price, wholesaling the Lola table lamp for \$45. The lamp comes in brushed steel, copper and black finishes. The different shade treatments available could further boost the Lola style quotient.

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## Lifespan Brands Refreshes Lava Lamp Design Assortment

ELK GROVE VILLAGE, IL— The Lava Lite division of Lifespan Brands has been developing its 2017 lineup of its iconic lamps, one that incorporates a variety of style and technical innovations.

As is the case yearly, established product lines will get updated colors but some new designs offer fresh approaches to the Lava form. Take Graffiti, for example.

Jennifer Courington, Lifespan Brands vp/marketing and product development, said the early reactions to new products suggested that Graffiti would be a hit.

Graffiti uses a globe decal to create an effect that suggests the jumble of colors often encountered in the urban expression. The white wax appears to change colors as it flows up and down through the globe due to the effect of the decal. In a 14.5-inch-tall size, it comes with a suggested retail price of \$19.99.

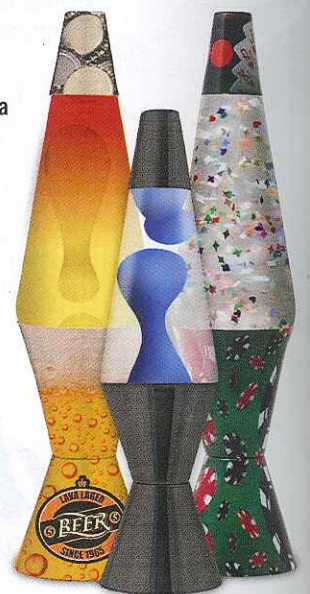
"We've never done a decal or a globe before with a spray-paint look," Courington said. "It's a really cool look no one's done before."

Scratch Off offers a different sort of effect. The lamp comes with a tool that allows purchasers to etch their own designs in the black paint of the base and cap. The 14.5-inch lamp has a \$24.99 SRP.

"It's our way of following the DIY

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Lava Lamp has added man cave lamp styles, and a metallic finished option.





## Las Vegas Lighting

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The Dalton group also featured a pendant as well as a wall lamp, another segment Adesso has targeted for development, with a floor lamp rounding out the line. The lamps offers a modern-industrial style and Edison filament bulbs, providing illumination that also can be taken as mood lighting.

The mix of wood and metal looks was also prevalent for Adesso. The Logan table lamp incorporated geometric shapes and natural materials in the form of two rubberwood cubes that establish the base. An off-white fabric shade reflects the organic feel of the lamp, said Amanda Schaak, Adesso product development and marketing coordinator. She added that Adesso has been putting more emphasis on shades and how they work with the lamps, including using more textured material to establish visual interest.

Rural industrial was one of several styles that Pacific Coast Lighting continued building. In a nautical design series, the company introduced a table lamp, Nauticoral, providing a base embellished with a white coral design. Another in the nautical way, Isla Majorca, under the Kathy Ireland Home brand, applied a more abstract nautical design to a ceramic body, and Punalu featured a reproduced conk shell as part of the body. The three lamps came at a cost that encourage retailer prices from \$150 to \$200.

The Imperial table lamp, another Kathy Ireland Home item, included a marble block at the top and a longer brass element below. More marble lamp looks had Millennials in mind, a spokesperson noted, as the material has proven popular with younger consumers.

Imax included portable lighting in the major collection launches it has been making including Trisha Yearwood Home, constituted of four product groups, and Connie Post, whose line featured a hobnail, milk glass lamp lined in gold foil and topped with a black shade to establish a hipster-chic look.

In July, Surya launched a new 48-page lighting



TOP LEFT: Imax has launched a Trisha Yearwood lighting and home décor line, including coastal styles.

ABOVE: Surya has expanded its colorful portable lighting assortment.

LEFT: Adesso's Dalton pendant lighting features retro Edison filament bulbs.



e-catalog. The catalog showcased a curated selection of Surya's newest lamp introductions followed by dedicated sections for table, task and floor lamps. At Las Vegas, the company continued its portable lighting push, highlighting several of the factors that it has emphasized, among them color. Surya included a range of boldly colored lamps as it increases its portable lighting assortment.

Nova of California has been going back to its roots and introduced new arc lamps. Included among them, the Clessidra arc lamp offers a long, sweeping design contrasting the metal arm with black elements. **HWB**

## Lava Lamp

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trend, where people personalize their home décor. When you start scratching, the design, it's white then it gets rainbow colors coming through," Courington said.

The 3D Lava Lamp takes personalization into a new dimension. Users can draw pictures on the base and cap with a marker included with the lamp, then can see the drawings develop depth when viewed through 3D glasses. In this case, drawings and doodles aren't permanent. The SRP for the 14.5-inch 3D lamp is \$24.99.

"You can erase drawings and draw again," Courington said.

Lava's flirtation with the third dimension doesn't end there. The Holographic Lava Lamp, in two styles, defuses light to create an emboldened look.

"It look is amazing," Courington asserted. "It has a 3D effect that catches light at different angles."

In the 14.5-inch size, Lifespan is introducing new themes in its Frosted series, SRP \$19.99, a new Metallic lamp with a black cap and base, SRP \$19.99, a new Colormax lamp, and new Deco Lava lamps in stylish cap and base patterns. Lifespan enlivened fresh designs in the Glittermax Lava Lamp series with trending colors such as purple and green, with SRPs at \$19.99.

In some cases, new Lava products focus on application rather than innovation in the technical sense. In two "man cave" introductions, one features a base that has look of a full beer glass, with a decal that references "Lava Lager," the other a gambling theme in the base and cap as well as multicolor glitter in the shapes of diamonds, clubs, spades and hearts. The two 17-inch height lamps come at a \$29.99 SRP.

The company has continued its initiative to replace tube-shaped packaging with new, upgraded boxes that are easier to handle in terms of retail maintenance and can do more to prompt purchases.

Lifespan also has employed some colors designed to be masculine or gender neutral, green, for example. Green sells well but provides more incentive for purchasing Lava products for men, Courington said. To round out the new colors are several that have traditional feminine appeal, such as purple, gold and pink. **HWB**



New Lava Lamps include a scratch off design, as well as 3D, holographic and graffiti effects.