

## Lava Lite Brightens Lamp Line With New Colors, Designs

By **MIXA DUFF**  
Senior Editor

ELK GROVE VILLAGE, IL—Lava Lite is approaching 2016 with fresh colors and designs, bigger lamps and expanding its lighting segment products.

"We have developed cool new finishes and painting techniques. In our Classic Motion collection, we have developed new color combinations based on Pantone trends," Jennifer Courington, vp/marketing and new product development, Lava Lite, told HOMEWORLD BUSINESS®.

New colors in the lamp line include Marsala, Mandarin Red, Dewberry, Carmelita, Antique Moss, Hot Pink, Viridis, Jade Lime, Meadow, Dark Forest, Green-Blue Slate, Bright Cobalt, Silver, Canary Yellow and Nirvana.

In the Colormax line, another way Lava delivers hue is by floating white wax inside a tri-hued globe. In three new lamps, the white wax appears to change colors as it circulates between a cap and base fitted out with colorful decals. SRP is \$19.99.

Lava is also emphasizing glitter lamps for 2016. A 14.5-inch lamp, suggested retail price \$19.99, offers a hand-painted glass globe that turns the sparkles into different hues as they circulate.

A Glittermax 14.5-inch lamp in scarlet and blue tones includes glitter in the globe but also sprinkled about the base and cap, ensuring the lamps are glammed up. "It's really cool, very

sparkly," Courington said.

In multiple colors, new frosted lamps feature hand etching on the globes in patterns reflected within. Pairings include a heart-shaped etched pattern with heart-shaped glitter beneath, as well as a star-shaped etched pattern with star-shaped glitter beneath and a bubble pattern with classic wax beneath. SRP is \$19.99.

A new and customizable entry is the Chalkboard lamp. With multicolored globe, the new item has a black base and cap that act as a chalkboard for users to create their own graphics, designs and messages. SRP is \$19.99.

Lava is launching three new lamp colors in metallic tones, featuring cap-and-base finishes in gold, pink and blue. SRPs are \$19.99.

The company is also testing seasonal themes with a Halloween lamp. The globe features an etched glass spider web pattern. A plastic spider accessory attached to the lamp incorporates a sound chip and a motion sensor. When someone approaches, the chip responds with a witch's cackle and the spider lights up in red LED illumination. SRP \$24.99.

Another new initiative for Lava is the introduction of an intermediary size between the standard 14.5-inch and larger 18.5-inch lamps.

"The 17-inch line is a big deal for us," Courington said. "We're going to start going after department stores now that we have this bigger size."

The new 17-inch range include a Classic Motion lamp, in two colors, Hot Pink and Bright Cobalt, both at a \$24.99 SRP. Lava also developed a 17-inch lamp in the glitter collection with rainbow sparkles, SRP \$29.99.

The 17-inch lamp Lava has slated for the department store channel, also at a \$29.99 SRP, has decals on cap and base depicting wine corks or stamps. The two lamps come in special rectangular packages, in contrast with Lava's traditional tube.

In the 18.5-inch line, Lava  
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New lamps from Lava Lite include the Glittermax, 17-inch sizes, Colormax, Halloween and Chalkboard designs.



Chuck Williams, founder of Williams-Sonoma.

### IN MEMORIAM

## Chuck Williams: Celebrating 100 Years Of Good Taste

SAN FRANCISCO—Chuck Williams, founder of Williams-Sonoma, and a retail and culinary icon who ignited America's passion for cooking and desire for high quality cookware, passed away on December 5. He was 100.

"Chuck taught us that when we open our doors to a customer, we welcome a friend into our home," said Laura Alber, president and CEO of Williams-Sonoma. "He had impeccable taste, unique insight for selecting the right products at the right time, and the highest standard of customer service. Most of all, Chuck was our mentor and our friend. We will miss him dearly."

Inspired by a trip to Paris, Williams opened the first Williams-Sonoma store in Northern California in the 1950s. As of 2015, the company has grown to more than 250 Williams-Sonoma locations throughout the U.S. and Puerto Rico. Williams never retired, continuing to edit cookbooks, provide input on merchandise strategies, and make public appearances well into his nineties. His influence continues to be felt throughout the homewares industry.

Williams-Sonoma recently celebrated Williams' 100th birthday, with the unveiling of a limited edition Chuck Williams "Signature Collection" of his favorite products along with a new cookbook, "Cooking at Home," that celebrates his legacy with more than 1,000 recipes from its award-winning cookbook library.

Frank Brady, a columnist with

*Gourmet Insider*, sister publication to HOMEWORLD BUSINESS®, paid tribute to Williams in their July-August 2015 issue. Below is an excerpt from Brady's story:

The year was 1976 and there was a sense of patriotism and American pride that was sweeping the country, being led by the big Bicentennial celebrations.

Opportunity was everywhere. About 60 miles north of San Francisco, in Sonoma, a man had a big idea to bring to the world. He had refined his ideas from 1966 when his store first opened, right off the Square in Sonoma, and transitioned from being a humble hardware store selling hammers, ladders and screws into a kitchen emporium selling the finest French cookware and German cutlery.

It took 16 years, but he was finally ready to make his move from the sleepy Wine Country town to San Francisco, which was just starting to be recognized as the up-and-coming capital of good food and great dining.

Once, Lorraine, my wife, asked me, "Who has been the most interesting person you have met on all your travels to date?" I told her that of all the people I had met, there was one man that stood out that I would have to classify as exceptional and he was not at all what I had been looking for on my trip of discovery. He was a man of slight build, was about 60 years of age, extremely soft spoken and didn't appear to be able to muster a loud roar if his

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# Furniture Plus



LEFT: Bombay's Urban Oasis collection features metallics and textures.

BELOW: Mikasa Home Accents' 22-inch laser cut centerpiece with colored mercury glass.

defined by flora and nature, and all about green tones. From leaf to emerald, the accessory collection brings the garden inside. With detailed carvings and hand-painted finishes, the tabletop to wall collection also incorporates blue and white porcelain accents. SRPs range from \$14.99 to \$69.99.

Beyond Bombay, Lifetime is approaching home-oriented consumers with Mikasa and other brands.


Under Mikasa Home Accents, the company employs pattern and illumination in a stylish assortment of casual lighting. In a combination of wall and tabletop lighting, a Mikasa 22-inch laser cut centerpiece and 14-inch laser cut teardrop scones take into consideration décor trends of the day in metal-wrapped colored mercury glass. Ribbed details in the glass add sparkle under illumination, and warm tones shine through the patterns on the metal. SRPs range from \$49.99 to \$79.99.

In another casual lighting twist, new metal laser cut luminaries in the Elements line will arrive in sets of three. The new luminaries offer detailed motifs, including tapestry, to enhance the candlelight. SRP is \$79.99.

The Melannoo 32-inch Make the Most of Today wall hook combines function and décor. With hand-forged hooks, the coat rack makes a statement suitable for rooms that need some organization. Distressed red wood bordered with a soft gray has both a modern and traditional bearing. SRP is \$29.99.

The Melannoo six-opening distressed wood collage mixes frame sizes and shapes so that consumers can creatively install their memories.

Lightly distressed natural

finishes ensure that the piece can function as a focal point across a range of room décor stylings. SRP is \$29.99. 

ous sense of style, according to Lifetime. Natural tones mix with tribal, animal and equestrian motifs while carved wooden panels, reactive glazes and patina metallic finishes complete a look meant to enrich room environments from the table to the wall. Suggested retail prices range from \$19.99 to \$79.99.

Crisp and clean, as characterized by Lifetime, the Bombay Urban Oasis line combines patterns and colors chosen to suit Millennial tastes. Soft surfaces and monochromatic colors provide a visual quietness. The collection uses gold, silver, champagne and white metallics paired with hammered, carved and sculpted textures to set a tone that, although modern, has a relaxed sensibility. SRPs range from \$14.99 to \$69.99.

The Bombay Garden Luxe collection is designed to be bright, light and crisp,

## Lifetime Expands Home Décor Brands In Atlanta Showroom

By Mike Durr  
Senior Editor

ATLANTA—As it kicks off market season, Lifetime Brands' home décor division has shifted to a new 7,000-square-foot showroom at AmericasMart, here, where it will present an array of wall and tabletop accent pieces under key brands including Bombay and Mikasa.

In all, Lifetime asserted that it would introduce more than 2,600 new items at the Atlanta International Gift & Home Furnishings Market, many of them in stock and ready to ship.

The new showroom, in GA5 in Building One of the Merchandise Mart, will feature new Bombay collections including Garden Luxe, Urban Oasis and Town and Country. Mikasa Home Accents will debut more than 200 items. In addition, the company will introduce a pair of new brands at the market, Raymond Waites and the Boston Museum of Fine Arts.

The new Bombay Town and Country collection mixes patterns and textures to impart a comfortable, yet luxuri-



Lava Lite's new lamp designs include a Halloween theme, and one with a customizable chalkboard.

## Lava Lite

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is rolling out Double Play, the first of its lamps to combine wax and glitter within, SRP \$99.99.

In the novelty end of the spectrum, Lava has reconfigured a traditional silhouette as a fireplace. A fan mounted inside the lamp appears to blow flames through a globe that offers a mesh look. Color phasing LED lights shine in purple, red and orange. The 14.5-inch Fireplace lamp has a \$24.99 SRP.

Other new lighting products from Lava include Twinkle Lights, taking the iconic silhouette but in a transparent shell. SRP is \$9.99.

Lava also plans on releasing a range of color-phasing string lights with a variety of motifs, including its own classic silhouette, star, butterfly, skull, heart, daisy and dragonfly. SRP is \$9.99.

In another novelty introduction, the LED Spot Light is a desk lamp in dog form, SRP \$14.99. Lava also is introducing LED Wall Canvases. The wall art pieces, incorporating inspirational messages, debut at SRP \$6.99.

In an expansion of its Party lighting line, Lava is introducing a strobe with a pulsing white LED and Prism, which projects color-phasing LEDs. The main products come at \$6.99 SRPs. A Party Amp allows users to play DJ with the sound system and rotating party light. SRP is \$19.99. A Party Bulb is a tri-color LED light that uses a multi-faceted prism and rotating motor to create a disco ball effect. SRP is \$14.99. 