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Clearing Clutter Is Big Business

BY A.J. FLICK

Even before the pandemic, the home organizing market was booming, with market projections reaching upwards of \$13 million by 2023. A 2018 report by Packaged Facts showed two-thirds of Americans want more home organization products.

“The reality is, America has reached ‘peak stuff,’ with too many consumers owning too many things,” according to the report. “The effect of this overconsumption has created a strong trend advocating for simplicity, minimalism, and – above all else – control of clutter.”

Steve Greenspon saw the niche as a promising venture years before that. In 2007, he was looking to segue from owning plumbing and bath product companies to another category.

“I’ve always been somewhat passionate and very interested in home organization products,” he said. “I’m a fairly organized person myself. I like to have things in the right place.

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Splashy Spring Spatter
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Atlanta, Las Vegas Markets Kick Off 2022 CURTAINS RISE

Atlanta Market will kick off the gift wholesale and retail year with 40 showroom updates among its 700-plus gift showrooms presented on 19 floors at the Winter 2022 edition, Jan. 11-18 at AmericasMart Atlanta. The eight showroom debuts, 28 expansions and four relocations make up more than 180,000 square feet of refreshed spaces for International Market Centers' first market of 2022.

"Atlanta Market continues to lead buying and selling for the gift industry," said Scott Eckman, IMC executive vice president, chief revenue officer. "As such, this January, new and expanding brands and sales agencies will show even more product to the valuable buying power that attends Atlanta Market."

Atlanta Market's general gift offerings – encompassing a broad mix of lifestyle products presented in branded showrooms and national sales agency showrooms – include some 25 updates throughout AmericasMart Building 2.

Brands are taking new and larger spaces to create immersive experiences for buyers. Two brands new to Atlanta Market are Duke Imports (bedding, blankets and textiles) and Harman (kitchen and tabletop textiles and bathroom decor).

Some 15 expansions include Abbott (gifts and home décor), Bright Ideas (gifts, home decor), Crossroads Designs (fragrance products, home décor), CTW Home Collection (home decor), Expressive Design Group (giftwrap, packaging, greeting cards), Hanna's Handiworks (holiday, gift, seasonal, garden, home decor, licensed product), Lantern Press (souvenirs, gifts), New York Puzzle/ Papersalt (puzzles, books, stationery), Peter Pauper Press/House of Marbles (books, journals, stationery, arts

(fragrance products), Two's Company (gifts, home decor) and Uniquely Coastal/ Polarx/ Second Nature (gift, decor, ornaments, jewelry).

Additionally, CWI (seasonal, floral, decor) relocates to Floor 6 from Floor 7.

Seven updates for Atlanta Market's sales agencies collectively bring more than 600 lines. New in Winter 2022 is Harper Group (representing 97 home, gift, publishing, lifestyle lines). Six sales agencies are committing to larger spaces to bring more new lines: Diverse Marketing

(representing 77 specialty toy, gift lines), Enchanted Moments Southeast (120 toy, gift lines), Gib Carson Associates (55 gift, decor, garden, seasonal, gourmet, apparel lines), Just Got 2 Have It! (112 gift, decor, garden, gourmet, children's and apparel lines), Link 2 Sales (83 gift, decor, garden, gourmet, children's and apparel lines, and Toys South (53 toy, gift lines).

Updates in Specialty Categories – Gourmet, Tabletop, Outdoor Living and Seasonal

Atlanta Market's general gift product is complemented by specialty category "neighborhoods" including children's, gourmet and tabletop, outdoor living and seasonal.

The gourmet and tabletop collection offered on two floors in Building 2 features more than 475 gourmet food, housewares, tabletop and entertaining lines. Winter 2022 updates are Haute Diggity Dog (parody dog toys) opening a new showroom; Enchante Accessories (kitchenware, ceramics, home decor, storage, stationery, travel accessories, jewelry) returning to Atlanta Market; and Annieglass (stemware, tabletop), Brouk & Co. (men's home, travelware) and Victorinox (Swiss Army Knives, cutlery) expanding.

In outdoor living, more than 70 casual furniture and garden gift lines are showcased in The Gardens on two floors in Building 2. Five Winter 2022 updates are new showrooms for Enlightened Ambience (candles) and Outlast Life (outdoor coolers, ceramic grills); expansions for Burgeon & Ball (gardening tools from the United Kingdom) and Design Toscano (garden statues, home decor), which adds a second location; and a relocation for Willow Group (baskets) to Floor 9 from Floor

10.

The seasonal collection of more than 80 holiday, floral and gift brands is showcased on five floors in AmericasMart Building 1. Four Winter 2022 updates include a new showroom for S4 Lights (energy-efficient LED holiday lights); expansions for David Christopher's Collection (seasonal, floral, ribbon) and Melrose International (seasonal, floral, home decor); and relocations for Christmas by Krebs (ornaments) on Floor 20 and Universal LED Lighting (holiday lights) on Floor 16.

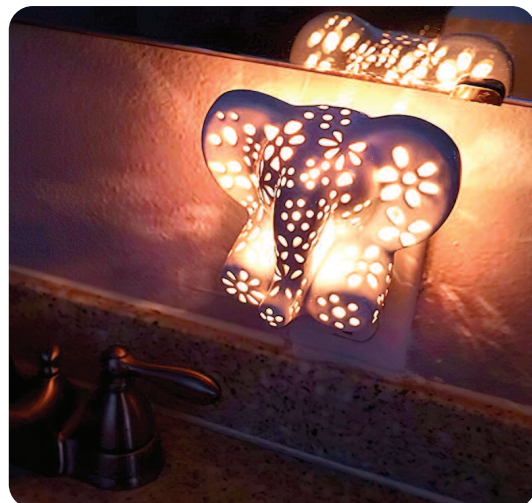
Augmenting the gift showroom offerings are more than 1,000 temporary exhibitors Jan. 12-16 in 27 categories on 10 floors. The exhibits feature artisan products, apparel, children's, gourmet, jewelry, outdoor living, stationery, spa products, tabletop and more.



Las Vegas Market will present three all-new trends in its proprietary First Look forecast – Forest, Preserve (honoring renewal and growth and calling attention to the planet's fragile, vulnerable ecosystems); Now Screening (blending physical and digital in a color story that spans candy-crushing gaming hues to glowy neon brights) and Together (illustrating humanity – the desire for connection, celebration and kindness while demonstrating a diversity of categories) – for the Winter 2022 market, Jan. 23-27 at World Market Center Las Vegas. These

trends will come to life before and during the Market via programming, vignettes, a guidebook and more.

"The Winter 2022 First Look trends explore top-of-mind subjects – sustainability and the environment, the impact of technology and the importance of gathering again – and their influence on the products consumers will



supplies, glass marbles, board games, classic toys, puzzles), Primitives By Kathy (gifts, home decor), Ragon House Collection (antique reproductions, decor), Seasons Jewelry (everyday, holiday, collegiate jewelry), Trapp Fragrances

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CURTAIN RISE

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purchase for themselves, others and their homes,” said Dorothy Belshaw, executive vice president, chief customer and marketing officer.

Las Vegas Market’s temporary exhibits – housed in the all-new Expo at World Market Center Las Vegas – are tracking to grow by more than 30 percent to showcase nearly 400 established and up-and-coming lines in seven easy-to-shop gift and home decor destinations.

The Las Vegas Market temporary exhibits are trend incubators with new and established brands bringing fresh product to all seven destinations: Design, Gift, Gourmet Housewares Collection, Handmade, Home, Immediate Delivery and Luxe. Temporary exhibits will see growth in several on-demand consumer categories: sustainable and repurposed materials, fashion accessories, candles, seasonal/ holiday, framed art and softgoods.

Exhibitors at the Atlanta and Las Vegas Markets include:

Accent Decor, which shows in Atlanta (Building 1, E-18) and Las Vegas (Building C-124), bringing a variety of products including the Briarcliff Candleholder, a ceramic piece designed to hold three taper candles, featuring an artful silhouette, two neutral tones and a speckled glazed finish; Artisan Budvases, ceramic

budvases featuring a reactive glaze and embossment pattern; Juliana Budvases made from recycled glass formed into budvases; and the Calypso Collection, part of Accent Decor’s newest kitchen collection and crafted from ceramic, and made food-safe, bringing a funky, artisan look to your table.

Other Accent Decor products include Cadwell Candleholders, one-of-a-kind candleholders that come in fresh terracotta tones and feature an unexpected silhouette; Tipper Pot Set, a funky set with three small pots and a tray inclusion adorned by a modern blue and white design; the Alban Collection, with intricate yet simple ceramic vessels in white speckled clay and glazed finish; the Wild Meadow Collection, featuring vibrant watercolor designs from artist Jessica Heimstra; and Seaside Mugs with varying textures, a speckled finish and ergonomic handles for an artful yet practical addition to a coffee or tea station.

Aromatique will show candles that are hand-poured in Arkansas and made with a proprietary wax blend with cotton wicks in ethically sourced containers in its Atlanta Showroom.

In the Garden comes in textured glass and is fragrant with zesty notes of lemon and yuzu with the earthy aroma of freshly picked herbs and a touch of ginger. The Petite Tumbler releases deep notes of lemon and yuzu with the earthy aroma of freshly picked herbs and a touch of ginger.

DrinkingStraws.Glass LLC proudly presents its artisan glass drinking straw with a sculpted sea turtle design to its exhibit in Atlanta, E-1231. All of the glass drinking straws are handmade in the USA, come with a lifetime guarantee against breakage (less than half of a percent in 12 years) and are easy to clean, dishwasher safe with a cleaning brush included. The benefits of a glass straw is that it shows how clean it is and has no flavor unlike stainless steel, silicone, plastic, bamboo or paper. The straws are made by a professional glass artist of 20 years.

India Handicrafts, Inc. will show in Atlanta in Building 2, Floor 10, B-1035. Products include an elegant aluminum tray with two gold-hammered bowls and chic, swirl-handled spoons; and purple Fleur de Lis drinkware items that provide an elegant twist to typical drinking glasses, cups and carafes, making them a wonderful addition to any tabletop. With purple tinted glass, and exquisite patterns adorned around each item, this drinkware set boasts the perfect medley of simplicity and elegance of bona fide drinkware items.

Friendlylily Press will show in Atlanta in the On Trend Gifts section of the temporary exhibits in Building 3, Floor 5, Booth 2506. The Florida-based barware manufacturing company specializes in acrylic goods to bring people together and create special occasions out of any moment. The four-piece Baker drink stirrer set includes designs of a white baking spatula,

pink cupcake, turquoise mixer and white measuring cup; the Women’s Golf set includes navy golf club, white golf ball, turquoise golf bag and pink golf cart; the Pagoda set includes two white pagodas and two green monstera leaf stirrers; the Monstera set includes leaves in teal, light green and turquoise; the Palm Tree set includes trees in teal, turquoise, mint green and green; the Seashells set includes a pink conch shell, rose gold scallop, light green starfish and gold sand dollar; the Wine Lover set includes glasses in gold and rose gold and bottles in purple and red; and the Chinoiserie set includes a baby blue pagoda, white marble double happiness emblem, pink monkey and turquoise elephant. The stirrers should be hand washed and can be used in hot or cold drinks.

Koransha will bring its products to Atlanta Market, including its Sakura collection, which features designs with cherry blossoms, the most beloved of all flowers in Japan and an abiding part of the Japanese aesthetic and sensibility since ancient times and pivotal to life in Japan. Layers of cherry blossom petals in full bloom are expressed in beautiful contrast by coats of varying shades of lapis lazuli, applying a new technique while using the traditional color of lapis lazuli. Made in Arita, Japan, the porcelain products include dinner plates, medium plates, bread plates, soup bowls, cups and saucers. Koransha integrates its traditions and contemporary styles into this series.



The LANG Companies, Inc., a division of IG Design Group Americas, will exhibit in Atlanta in Building 2, Gib Carson, booth 1313. Its Inner Garden Platter is perfect for a big holiday or a cozy dinner for two, with beautiful floral designs and an on-trend color palette by popular artist Lisa Audit. The ceramic platter is part of a larger collection of textiles and ceramics, including appetizer plates, dishtowels, a table runner, decorative mugs and more.

Lily's Lights will bring its handmade ceramic nightlights to Las Vegas, booth E-532. Each light is carved with a different design, creating a soft glow perfect for navigating at night, without being too bright. The array of products allows customers to find a nightlight that fits any décor. Each light is equipped with a plug-in LED bulb and painted with lead-free glaze and safety certified. Designs include an elephant in white and gray, giraffe in yellow and white, owl in gray and white, dinosaur in green and orange and lion in white and yellow.

Nobel Objects, showing in Atlanta and Las Vegas, creates candles featuring first-edition book covers of beloved classics (there are 52 titles so far), with scents that make book lovers feel like they're in the story. Hand-poured in California by a team of passionate readers with a love for classic literature, the candles are symbols of literacy and knowledge. Each literary candle has a distinct scent specially formulated for each title. For instance, the scent for the "Beloved" candle is based on

the symbolism of biscuits and blueberries in Toni Morrison's novel, with notes of cinnamon, blueberry, cream, dough and vanilla. The candles' packaging is designed by children's book illustrator Catalina Del Mar and made for easy gifting – no need for a gift wrap. Best-sellers include "The Little Prince," "Little Women," "The Great Gatsby," "Pride and Prejudice," "The Wizard of Oz" and "Call of the Wild."

Peking Handicraft celebrates its 45th anniversary in home textiles during the Atlanta Market in its Corporate Showroom, Building 1, 10-A-4, and will exhibit in the Road Runners Showroom, Building 2, booth 1500. Among its products are the Bee You Cotton Apron and Kitchen Towel in a custom-printed bee design on 100 percent cotton fabric with an offset black and white trim and Crystallized Apron and Printed Kitchen Towels, custom-printed pastel apron and kitchen towels by designer Elizabeth Olwen in a 100 percent cotton fabric.

Pampa Bay will present a new collection, Eclipse, in Atlanta Market (Werner Frank, Building 2, 12th Floor, Ste. 1200) and Las Vegas (Next Step Reps, booth C891). Featuring a luxurious combination of gold titanium and high-fired black porcelain pieces, the organic shapes and elegant color combination bring beauty to any table. The dishes are food safe, dishwasher safe and can go from freezer to oven to table.

Pampa Bay also will present the newest additions to the Salerno Collection, high-

fired porcelain pieces with stylish silver titanium beading. The modern organic shapes add vibrant color to modern tables and fresh energy to traditional settings. This oven-to-table cookware ensures easy cleanup and is food and dishwasher safe.

Screen Gems Furniture Accessories will exhibit at Las Vegas Market, Building B, First Floor, booth B105. Among the products featured are a Country Cottage Wooden Serving Tray Set with three pieces, Minimalist Line Mirror Tray and Wine Country Screen.

The Country Cottage tray set can carry a meal to anywhere, take dishes to the dinner table easily, or serve guests coffee and tea at a party. Beautiful natural wooden texture brings friendly and cozy air into a room. Cut-out handles make the serving trays easy to carry.

The round mirror base of the Minimalist tray is surrounded by metal edging with its minimalist line pattern, styled as decorative scrolls. It is painted in a bright silver color to give it the look of burnished metal. From perfume bottles to scented candles, everything looks stylish when it's on this minimalist metal mirror tray. It will make any vanity look chic in no time and would make a beautiful display plate on a dressing table for perfume bottles.

Of course, Screen Gems is best known for its screens. The three-panel Wine Country Screen, printed on canvas, is two sided with different and complementary images on each side. It is lightweight and

easy to move. The screen also has inspirational wall decor applications.

Southern Sisters Home brings its whimsical flour sack towels to Atlanta (The Southern Link, Building 2, booth 1612) and Las Vegas (Sales Producers, World Market Center, C-1044 under the Canary Lane brand). The gourmet flour sack towels are designed and printed in the USA. Made of high-thread-count 100 percent cotton, the towels are soft and absorbent while retaining shape and good looks after hundreds of washes. Hundreds of customizable designs are available with no upcharge for custom designs and low minimums.

As a new initiative for 2022, UMA Home Decor will introduce its Designer & Proprietor Program, a division for both designers and independent retailers who do not want to be limited by larger case pack quantities or order minimums to purchase product, to Las Vegas Market along with a variety of products. UMA will show its gold aluminum contemporary wall sconce candle holder; bronze aluminum contemporary sculpture in an abstract-style egg shell design; gold stainless steel modern candle holder; glam-inspired (quality wood, reflective glass panels) console table, coffee table and clock; brown mango-wood contemporary cabinet; gold aluminum contemporary wall decor with small irregular shapes that form stylish geometric shapes; brown MDF contemporary cabinet and brown MDF traditional cabinet. **KN**

