



Holiday Tradition

By Rosamaria Mancini

NEW YORK—For most vendors in the textiles business, the winter market is the place where they showcase holiday-themed products that are cheerful and fun. But this market, vendors didn't stray far from products with traditional designs.

"It's an emotional thing; people go back to what was tradition," said Rae Ellen Blum, vice president and national sales manager for Espalma by Cobra Trading. "We have tried a modern twist in the past, but they are just never as strong as the traditional designs."

Espalma by Cobra Trading used rich greens, reds and golds for its hand towels. The company added some glamour to its new sheer tablecloth by including some sequins, but it still featured a jolly red color.

Bardwil Linens went with the traditional green and red stripes and berries for one of its tablecloth introductions.

Blonder Home Accents planned to unveil eight new holiday designs this market, including its resin Catch Some Christmas collection. The collection, which was adopted from the artwork of Debra Jordan Bryan, was made for the customer who enjoys the outdoors. In addition, the company introduced its playful I Love Winter collection.

"The shape is very clean and sleek, and the snowman is holding a sign expressing how much he loves the winter," said Kristin Barclay, Blonder's product and marketing coordinator, who noted that coordinating rugs would be available this market.

A cheerful snowman adorned the kitchen textiles made by Revere Mills. Meanwhile, Trendex's introductions included several placements in brilliant green and red tones. ■

1 A gold embroidery runs down the middle of a table runner introduced by Trendex.

2 Placemats by Trendex included different shades of red and green.

3 Traditional colors and designs were featured on Espalma by Cobra Trading's holiday towels.

4 Red and green stripes dominated Bardwil Linens tablecloth introduction.

5 Revere Mills kitchen textiles featured a cheerful snowman.

6 Blonder's new holiday bath collection, Catch Some Christmas, was made of resin.



Vendors at the winter market showcased old-fashioned designs for the season