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VEGETABLE MEDLEY

(Commerce, California) - Nature will be on full display in Chicago this March as Gibson USA introduces new products that capitalize on the biggest emerging trend in tabletop today.

Scheduled to debut at the annual **International Home & Housewares Show** at Chicago's McCormick Place, Gibson's VILLA ARTISTA line reflects the "down-to-earth" direction of consumer housewares today.

"In design, there's always been a tug-of-war between the 'modern' and the 'natural,'" said Marie-Christine Beaugrand, Gibson's senior tabletop designer, who created the VILLA ARTISTA line with her French artisanal roots in mind.

"But we're all trying to simplify," Beaugrand said, "and reflections of natural, organic processes are what we're choosing to surround ourselves with now. It's what we're choosing to bring into our homes."

VILLA ARTISTA is *handpainted* ceramic, with designs that play off the four main themes of tomatoes, artichokes, eggplants, and carrots.

Each 16pc dinnerware set contains an assortment of the four designs, and the line has been expanded to include numerous accessories and serving pieces.

In fact, the soup tureens, condiment trays, serving platters, and other accessories are projected to outperform the actual dinnerware sets at retail this year, as the industry continues to respond to greater



Gibson's VILLA ARTISTA dinnerware, serveware and accessories

consumer demand for tableware geared toward entertaining.

"That's the other big trend we're addressing this season," said Sal Gabbay, Gibson president. "Entertaining at home has taken on an emphasis we haven't seen in a very long time."

Additional images available upon request.

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Gibson USA has been a leader in the tabletop, cookware & housewares industry for over 25 years, supplying the world's leading retailers under the Gibson Everyday® and Gibson ELITE® brands. Gibson is also the industry's leading private-label resource and currently markets the country's #1 casual dinnerware line. Visit us at www.gibsonusa.com.

