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**FOR IMMEDIATE RELEASE**



*Clockwise from top left: Stilwell, Whisper Leaf, Wetherly, Assemblage, Penrose, Filigrana, and Palomar.*

## **ORGANIC LUXURY**

(Commerce, California) - Gibson heads into the International Housewares Show next month with a series of new tabletop designs that draw on the popularity of natural themes and refines them further to achieve a sense of "organic luxury."

Through special finishes and surface effects, new patterns like STILWELL, PALOMAR and WETHERLY incorporate earth shades with intricate embossing to create texture and depth with irregular repeats that invoke the comfort of the natural world.

While last year saw the arrival of so-called "eco-friendly" designs across the housewares industry, successful manufacturers are realizing that "casual" and even "natural" does not equal a lack of refinement.

Savvy retailers know that consumers are still ultimately looking for that distinctive sense of style.

"We know that many consumers today are looking for organic style that blends easily with their existing looks, adds rich texture and pattern to the table and can create a comfortable and calming effect to their

environment, especially in today's hectic lifestyle," said Kimberly Griffin, Gibson's director of marketing. "We've successfully achieved that fine balance of simple design and richness with some of our newest designs and patterns."

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Gibson is a worldwide leader in the tabletop, cookware & housewares industries and, for over 25 years, has supplied 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](http://www.gibsonusa.com).