

VOLUME 24 No. 8 APRIL 16, 2012

NY Tabletop & High Point Issue

HOME WORLD®

B U S I N E S S

ICD Publications

Feminine Allure

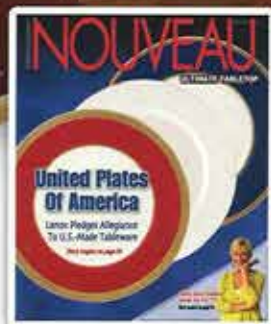
*New York And High Point Reflect
Return Of The Softer Touch
In Tableware And Home Décor*

Vanity by Linon
Tea Cups by
Royal Albert

*****AUTD**S-DIGIT 9002S
HMBQ 000147577 R
DAVID NEIPRIS, MARKETING ASSOCIATE
LISAMICHELLE
2129 FEDERAL AVE
LOS ANGELES CA 90025-5326
80003
50002
000035

Inside
NOUVEAU
ULTIMATE TABLETOP

Exclusive section begins after page 26





Isaac Mizrahi

Fashion Plates

Gibson Unveils Isaac Mizrahi Licensed Lines

"Isaac is all about layering and he wants to inform people and offer fashion in terms of how to decorate your table."

*—Grace Saari
Gibson*

Gibson will be showcasing new Isaac Mizrahi-licensed dinnerware and flatware from a recent licensing agreement with Xcel Brands at the New York Tabletop Market. The launch will continue the company's efforts to target the bridal market through "better" and "best" designs.

"This is an incredible opportunity for Gibson," said Sal Gabbay, Gibson president in a recent company statement. "With Isaac Mizrahi we continue to grow our upscale business and strengthen our fashion leadership in the market."

The Isaac Mizrahi brand is "timeless, iconic and cosmopolitan. It reminds us of Audrey Hepburn and Grace Kelly, yet with modern prints and patterns. It is timeless as well as transitional," Grace Saari, brand marketing director for Gibson's Nambé and Mizrahi-licensed lines, told NOUVEAU® in a recent interview.

The launch features a better line, called •M, which is transitional, but leaning toward casual everyday, and Pink, which is transitional, but with more of a focus toward the formal table setting. The dinnerware range features a variety of material, excluding

continued on page 44

44-HWB
SPRING 2012

NOUVEAU ULTIMATE TABLETOP at the market

Gibson's Isaac Mizrahi Pink collection includes City Lights (right) and Chateau (far right). Below: Flatware from the Isaac Mizrahi assortment.



Gibson Raises Mizrahi Bridal Brand Profile

continued from page 42

earthenware, and including bone china, stoneware and porcelain.

"Isaac is all about layering and he wants to inform people and offer fashion in terms of how to decorate your table. He's full of life and all about entertaining. It's about being at home. He's a homebody, and for him, creating a happy surrounding equals a beautiful, happy life," said Saari.

Mizrahi, in addition to his TV presence on QVC every Monday night showcasing his ready-to-wear and on reality TV shows such as "Project Runway," also interacts with consumers through Facebook, Twitter and other social media. "He takes advantage of social media, making him more accessible to today's bride. With the amount of time we spend online now... we need that icon and personality that's going to take the time to reach his fan base and his customers," Saari added.

Gibson's Isaac Mizrahi dinnerware pattern scope will include white embossed, reactive glaze, solid color and decorated. "We offer something for everyone in the Isaac line; it appeals to the different personalities out there," she said. The pattern that received the most retail reaction at the International Home + Housewares Show in March is Chateau, a classic, French-influenced stoneware pattern with plates that feature a flat profile. For the bride that wants something more formal,

Gibson offers the bling of City Lights. Both patterns fall under the Pink label.

In addition, Gibson will also be featuring Mizrahi transitional mirror finish flatware patterns, all under the •M label, however, in case of retail reaction to the pattern, Gibson has the ability to upgrade the patterns to fall under the Pink label.

As the Isaac Mizrahi brand will have the bridal market as its key target, Gibson is also "creating a whole lifestyle so she has a complete look," said Saari, with aluminum and cast iron cookware, as well as silicone bakeware. Other product possibilities under the Xcel licensing agreement for Gibson include cutlery and gadgets.

BY LISA COWLEY
ASSOCIATE EDITOR



NY Tabletop Market Receptions Celebrate Business Partnerships



Gibson

From left to right: Laurie Burns of Forty One Madison, Sal Gabbay of Gibson, designer Isaac Mizrahi, Diane Narwid of Macy's, and Ken Cook, Claudia Ochoa and Grace Saari of Gibson celebrate Mizrahi's tabletop launch.