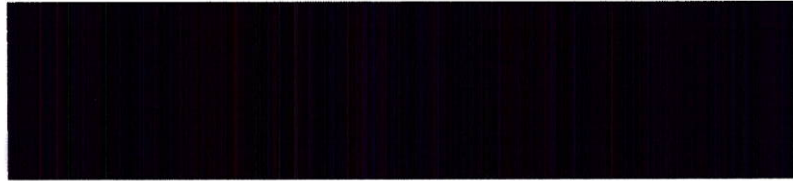


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## Welspun USA Energizes Collections

By Jennifer Marks – Home Textiles Today, 3/23/2009

**New York**— Welspun USA packed its big showroom with a boatload of new product introductions at this month's market.

The Amy Butler license launched last market in bedding has been exploded into a broad, organic bath line, with 18 colorful towel designs as well as bath rugs and beach. All towels are yarn-dye so they will get softer with use, said Bob Hamilton, marketing director. Bath towel lead pricing is \$12.99.

Butler, a home sewing/crafts celebrity who is dedicated to organic materials, receives four million to five million hits per month on her web site, Hamilton told *HTT*. "It's all about the internet, and she has a huge following on the blogs."

In terms of design, "We tried to mix things up a lot and not be constrained by the usual bath colors," said Blair Tate, design director, bath. "We wanted to create something really beautiful and fun, a look that's not in the American market."

In fashion bedding, Welspun USA took an aggressive posture this market, showing 12 new beds for color under its Smart beds program, six in its better Luxus luxury collection, five under the upper-end Christy brand, and for the first time a freestanding line of decorative pillows.

In the Smart beds, Welspun USA has extended its bleach-safe and wrinkle-free technologies to top-of-bed. Colors are vivid and constructions include piecing, twill, prints and reversible bed skirts.

The thrust in Luxus is "traditional meets modern — the fashion-forward master bedroom," said Gary Fillipone, design director for bedding.

Constructions in the line — which retails at \$179 for a queen ensemble — include rich printed looks, woven stripes, a jacquard with a brocade styling, an updated take on Hotel featuring a subtle print on a woven, and a fresh interpretation of English country paired with hounds tooth, among others.

Welspun USA showed several new freestanding, solid color sheets under Luxus: Shimmer, a screen-printed solid with a high level of shine; Micro Modal, 40% eucalyptus/60% cotton, with properties similar

to bamboo; a double-row baratto that is manufactured in a single process so it has lower duties than a traditional baratto; Chamberlain, a 500-count dobby stripe in six colors; and Aurora, a 450-count, single-screen striped print. There are also five freestanding coverlet introductions.

For Christy fashion bedding, "We decided to go back to England and work with the existing line that is selling in the U.K. and throughout Europe," said Fillipone.

The decorative pillow line is diverse in construction: silk, velvet, embroidered, rhinestones and more. They create what Fillipone describes as "talking points" about trend that can lead to bedding discussions about top of bed or toss pillow designs.

Fill is down alternative, with filling done in Welspun's plant in Mexico, he said. Retails range from \$19.99 to \$29.99.

#### *Welspun Segments Product Development*

**New York** — In sheeting and towels, Welspun USA is emphasizing Welspun Fusion Technologies, applications and construction innovations that address three key home buying segments:

- First home buyers, who care about sustainability and respond to microfiber technologies;
- Families, who want products that wear better, last longer and are energy efficient;
- Empty Nesters, who want quality products that give them a sense of indulgence.

"The consumer has to understand what it is we do that adds value," said Bob Hamilton, marketing director.

A variety of new products:

- Micro Modal sheet made from 60% cotton/40% eucalyptus is highly absorbent, sustainable, soft and takes color well;
- Taj Cotton, an extra long staple, ultra fine cotton grown in India by Welspun;
- Ever Smooth, a wrinkle-free technology that also reduces shrink by 1% to 2%;
- Cool Comfort, a CoolMax technology that responds to fluctuating body temperature and wicks away moisture;
- Ever Color, a no-fade, chlorine-resistant technology;
- Ever White, a sanitized process that maintains the clarity of whites even after washing;
- Eco-Lite, a method of yarn spinning that produces plump, fluffy towels that are light-weight and dry 25% to 40% faster.



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