

HARDEN®

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post market news

Back on the homefront...

It was great to see so many of our retail and design accounts in High Point earlier this month. While overall attendance was soft, attitudes were positive and most everyone is optimistic about the fourth quarter and 2018. It seems like there were more “April only” attendees this year, and for good reason many of our dealers from areas that have experienced storms, floods and fires chose to stay home.



3447 Arm Chair
3347 Ottoman

Product decisions are always difficult and this season they were more challenging than ever. As the home furnishings marketplace becomes increasingly diverse there is less clarity in product design. The word traditional makes people run for

the exits; transitional is generally met with a bewildered response; casual is something that everyone likes but no one can define with any consistency. So, what's the right direction?

We'll skip that question and move onto products that proved successful at market. However, we can safely say that they had a few things in common – transitional forms, casual interpretations, comfort that can be defined as both physical and visual, and generally neutral color palettes.

White Oak is a popular wood specie at the moment and we introduced a new bedroom that includes a pair of new finishes that can be interpreted in multiple ways. Coastal, mountain modern, casual rustic all come to mind, and the

Kristin Bedroom works in all those environments.

Just as the new finishes and case goods designs contributed to visitor's visual comfort, Harden Upholstery scored a bull's eye with seating comfort. A new Harden Upholstery account commented that none of their current suppliers and nothing they had experienced at market sat as well as Harden. While we had fewer new frames than normal this season, we continue to build a broader program with over half our frames introduced within the past 3 years.

Whether you attended market or not, we think you'll find our new introductions (and our older products!) offer some great opportunities for retail sales and design projects.



Kristin Storage Beds (1302/1304/1305)