



<< WATERCOLOR & OMBRE CUBES

Sferra debuts the painterly Watercolor duvet and pillow sham along with crisp white and silver Ombre Cubes sheeting. Made in Italy from 100 percent Egyptian cotton, both patterns are from the Kelly Weinstler for SFERRA Collection.



Y KUMI BASICS

The Kumi Basics Collection from Kumi Kookoon includes sheets, pillow shams and duvet cover made of 15mm habotai silk that is 100 percent hypoallergenic, inhospitable to dust mites and naturally temperate. Kumi Basics elements are offered in 19 colors. Sheets are seamless and all basics are machine washable.



COCON COLLECTION >>

The Cocon Collection from Yves Delorme features an interplay between white and the array of colors available in Triomphe, the company's core solid collection. The 300-thread-count cotton sateen has appliqued facing in a contrasting color. Four colorways, all shown, are offered: blanc/platine, blanc/sureau, blanc/baltic and blanc/pierre.

Y CHAMELI

Designers Guild debuts Chameli, a calming decorative print rendered in shades of soft delft blue and fresh white that fades across the painterly washed ground. Smaller scale coordinating motifs form the reverse, printed on a luxury 300-thread-count cotton sateen.



Trip Haenisch

Trip Haenisch is an award-winning interior designer whose clients include Courteney Cox, David Arquette, Christina Aguilera, Cher, Felicity Huffman and William H. Macy. Haenisch is known for attention to detail, commitment to quality and use of unexpected elements. Trip Haenisch & Associates, 323-651-4445, triphaenisch.com

Q. Are there differences in what younger versus older clients prefer?

"My younger clients typically want simple, vibrant, stimulating colors, whereas older clients like to see a more sophisticated palette imbued with softer, more soothing tones and patterns. I think it's a psychological thing, but it also largely depends on who the client is and what kind of lifestyle they live."

Q. Do younger generations care about quality or brands?

"It just depends on who the client is, but in general my younger clients are more aesthetically driven and have a deep appreciation for the beauty of the product. However, they may not be as educated on the quality and value of items. Brands don't seem to matter so much, as long as the piece is beautiful and pleasing to the eye."

LDB



you have to be where they are. That means on the internet, not only selling, but also interacting. Facebook, Twitter, decorator blogs. They all count."

Boulat & Mix: "Younger generations are more comfortable using recent innovations, such as social media platforms and e-commerce websites, but the older generations are catching up and getting interested as well. Anichini's strong presence online, in addition to our more traditional marketing efforts, ensures that we keep in touch with the widest possible range of clients and prospects."

Schneider/Sferra: "With all the new technology out there, it is imperative to reach consumers on all levels with social media, websites, videos, blogs, etc. Sferra created a special website, LoseCount.com, to provide education to the luxury consumer considering the investment in luxury linens. We are also active on Facebook and Twitter. However, these venues cannot replace the good old specialty store, where the consumers can touch and feel the product and get valuable guidance from trained, competent sales staff."

Chang/Kumi Kookoon: "With social media and the internet, the younger generation has a lot more options with all the product available out there. However, with high-end linens, it is also important to educate the consumer about the quality they are getting. There is still something special about buying linens from a high-end linen boutique and knowing that you're getting the best linens that fit your lifestyle/budget." LDB

RESOURCES

- Anali Exquisite Needlework, 800-550-8597, anali.com
- Anichini, 800-553-5309, anichini.com
- Avanti Linens, 201-641-7766, avantilinen.com
- Chortex USA, 914-930-1696, chortex-usa.com
- Designers Guild USA Inc., 212-967-4540, designersguild.com
- Fino Lino, 800-829-3466, finolino.com
- Kumi Kookoon, 310-515-8811, kumikookoon.com
- Peacock Alley, 800-496-2880, peacockalley.com
- Sferra, 800-336-1891, sferralinens.com
- Yves Delorme, 800-322-3911, yvesdelorme.com

years. We do think of this younger customer during the design process, but while being innovative, we must always be sure to remain true to the core Yves Delorme brand."

Chang/Kumi Kookoon: "We have started the new collaboration with Anne Koch, which is more whimsical, young and fun, as well as a new line called Kumi Basics, which is washable and easier to maintain."

Q. How do younger generations shop differently from their parents? Do they embrace brands?

Schneider/Sferra: "Today's younger generations are more inquisitive than those before it. They want to know all about a brand or product, and to share and discuss the information they find. They are looking for brands that have a traditional heritage and offer consistency in quality and value, while also showing social responsibility."

Wallace/Anali: "It seems that branding is important to them, although a young, fresh contemporary style can also be important and they also are more affected by what is trending in the market. Young and old, people do have different tastes, however, so that is why we try to offer something beautiful for everyone."

Kaufman/Avanti: "I think the big brands are still important, but today's consumer has so much more information at her disposal that she is much better informed. She wants value (which doesn't mean inexpensive) and brands have been and always will be part of the value equation. But the brands have to deliver or she'll be gone."

Guild/Designers Guild: "The younger generation is more design savvy than their forebears and almost without thinking have an opinion on what they like and what they don't like...Design has become more about a sense of one's own personality and aspirations. Luxury used to be a word for



^ ROYAL ASCOT

The 100 percent Supima cotton Royal Ascot Collection from Chortex includes bath sheets, bath towels, hand towels and washcloths. Chortex uses high-quality Egyptian, combed pima and Supima yarns in all its products. The company has been weaving towels and robes since 1904 and is excited to be re-introducing its brand in the U.S. For more on the Chortex heritage, visit chortex.com.