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SPECIAL SECTION

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The Designer's Guide to  
**LAS VEGAS**  
**MARKET**

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January 27-31, 2019



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# MARKET REPORT

Showroom openings and one category to watch shape this winter's Las Vegas Market. Here's our rundown of the news to know before heading to the show. **BY MEL STUDACH**



## Ready To Roll

Several expanding showrooms and one new vendor prove a point this winter: Las Vegas Market has become a go-to source for rugs and carpet. F.J. Kashanian (**C392**), a fourth-generation rug maker, celebrates the grand opening of a permanent footprint inside World Market Center. Following its inaugural Market appearance last spring, Mastour Fine Rugs (**C484**) is expanding its showroom, as is Dalyn Rug Company (**A325**) and Orian Rugs (**B362**). And Atlanta-based maker Chandra moves its hand-tufted selection, including a botanical-inspired collection with artist Jessica Swift, to a larger showroom (**C512**). Stay and play at the showroom's

custom shuffleboard table, which rests atop Chandra's latest offerings, allowing guests to test the product's texture and density.

## Headed West

Las Vegas Design Center celebrates the official opening of its 10,000-square-foot Kitchen & Bath Resource Center (*above*) this market. New tenant European Bath, Kitchen, Tile & Stone (**A118**) brings a product assortment from category leaders like THG, Rohl, Kallista and more to the year-round resource center. American furniture maker Charleston Forge (**A242**), whose metal furnishings have retailed at Crate & Barrel and RH, and legacy

upholstery brand Norwalk Furniture (**A225**) debut expanded showrooms inside LVDC this Market.

## Growth Opportunities

Manufacturers aren't the only ones expanding. International Market Centers, parent company of World Market Center, was approved by the Las Vegas City Council to erect a 350,000-square-foot expo center on the World Market Center campus. The new structure, with an projected cost of \$76 million to build, will replace the temporary pavilions and create more opportunities for the Market's growth, says Robert Maricich, CEO of IMC. He estimates that the project will open in summer 2020.

# THE SCHEDULE



Currey & Company (C398)

## ONGOING

### Las Vegas Market Tour: Furniture Market 411

If this is your first time to Market or you have not been for a while, this is a great way to understand how the whole thing works. Glen Peloso of Grafus Design Studio will bring designers and retailers to meet with showroom creatives—up to five showrooms per day over two days—and discuss trends and global market movements.

RSVP: [glen@grafus.ca](mailto:glen@grafus.ca)

### ASID & IDS Hospitality Suite

10 a.m. - 4 p.m. | Building A, A3304

Stop by, take a load off, and recharge (yourself and your phone): The offices of the Interior Design Society and the California Central/Nevada Chapter of the American Society of Interior Designers will be open to all as a hospitality suite.

## SUNDAY, JANUARY 27

### How to Set Client Expectations & Keep Them, and You, Happy

2 p.m. - 4 p.m. | Casual Furniture Seminar Room, C1312

Join interior design and business expert Gail Doby as she shares how designers can establish expectations from the outset; how to talk about fees and budgets; how to keep clients happy during the stressful periods of the project; how to address unhappy clients—and much more. Reception to follow. (0.2 CEU)



### ↑ Shop, Sip + Chat with Tempaper

2 p.m. - 4 p.m. | Building C, C584

Join the Tempaper team as they ring in 2019. Stop in for a sip of Champagne and a chat with owners Jennifer Matthews and Julia Biancella Au. Show your copy of the Guide to receive special offers, like discounts and free shipping on show purchases.

### Transforming Your Interior Design Business from Sustainable to Lucrative

3 p.m. - 4 p.m. | Building C Seminar Room, C174

Take your business strategy to the next level. This dynamic panel includes Identité Collective's Anastasia Casey, Mikel Welch of TLC's *Trading Spaces*, Ivy's Reisa Elden, and interior designers Lindsey Borchard and Crystal Palecek, who will discuss the optimal ways to spend your marketing budget, how to grow your network, best practices for project management, and other important business strategies. (0.1 CEU)

### 2019 WOW Awards Dinner

6 p.m. - 9 p.m. | Building B, WorldView on Sixteen

WithIt honors women of excellence in the home and furnishings industry at the 2019 WOW Awards. *Tickets: [withit.org/withit-events.aspx](http://withit.org/withit-events.aspx)*

## MONDAY, JANUARY 28

### Importance of Cultivating Your E-Commerce Presence: Navigating the Online Market for Designers, Retailers and Brands

11 a.m. - 12:30 p.m. | Building C Seminar Room, C174

Explore the unique art and science that goes into creating a successful online marketplace—from how designers create and sell their services online to how retailers select their manufacturing partners and how manufacturers cultivate products to establish their brand. Licensing and branding experts will also speak on how to create your brand and grow your own marketplace. Champagne reception to follow in the Zuo Modern showroom, from 12:30 p.m. to 2 p.m. *RSVP: [zuomod.com/2019LVMKT\\_ecom](http://zuomod.com/2019LVMKT_ecom)*

### Meet the Makers

11:30 a.m. - 1 p.m.

Pavilion 1 Seminar Room, North End of Pavilion 1

Distinguished makers, curators and industry experts, including Diane Sulg of CRAFT (Craft Retailers & Artists for Tomorrow) and American Craft Week, join Inspired Peru's Carlos Arias for a discussion of the handmade movement—how artisans are now able to enter the marketplace on a larger scale, the challenges and successes of being a creative, trends they are seeing in artisanal products,

and where they are seeing the buying trends of today. Complimentary boxed lunches provided. (0.15 CEU) *RSVP: [LVMKT.com/events](http://LVMKT.com/events)*

### Design-Build and the Changing Landscape: Then, Now, and What Lies Ahead

2 p.m. - 3 p.m. | Building C Seminar Room, C174

What exactly is design-build? Laura Muller of Four Point Design Build spills the tea on why firms like hers are the way of the future: including how these companies are defining themselves in today's design-architecture-construction landscape; what consumers expect when they consider hiring an interior design-build firm, and the key pros and cons of transitioning your business to a fully integrated design-build firm. (0.1 CEU)

### Fireside Chat with Jasmine Roth

2 p.m. - 3 p.m. | Creative Commons, Building C, C712

As the host of *Hidden Potential* on HGTV and a co-host of the network's newest special, *A Very Brady Renovation*, Jasmine Roth will share her perspective as a designer and builder during this intimate appearance with Creative Co-Op, Bloomingville, and Illume Candles in their newly expanded showrooms in the new Creative Commons event space.

### Painting Party

3 p.m. | Building B, B745

Join Meridian Furniture for music and food at this semiannual live event, where a local artist will create a one-of-a-kind painting on a selected piece of furniture.

### Best of the West in Life and Style

3 p.m. - 4 p.m. | Building B, WorldView on Sixteen

West Coast lifestyle is the theme of this panel of tastemaking influencers and designers, including Wendy Blackband, Laura Umansky, Lindsey Borchard, Amy Bartlam and Lexi Westergard. They're on hand, along with REstyleSOURCE and guest moderators Kelli Lamb and Mandy Mortimer of *Rue* magazine, to dive into what's trending out West today. Best of the West Wines celebration to follow at 4 p.m. on C11. (0.1 CEU)



### ← Celebrating 30 Years with Currey & Company

3 p.m. - 6 p.m. | Building C, C398

Raise a glass to Currey's 30th anniversary and see gleaming new products while enjoying delicious food & libations!

### Sustainable Performance Fabric in Luxury and Lifestyle Design

3:30 p.m. - 4:30 p.m. | Polywood, Building C, C1238

Marcia Blake from Sunbrella Performance Fabrics will present the many possibilities for designing exceptional luxury and lifestyle spaces using performance fabric. (0.1 CEU)

### Forging Freedom with the Malouf Foundation

4:45 p.m. - 5:45 p.m.

Casual Furniture Seminar Room, C1312

Join your industry peers in the fight to end child sex

trafficking. Come learn how other companies are helping with the compelling work to rescue exploited children. The Malouf Foundation will give an update on its new industry-specific training platform to educate travelers, businesspeople, RSAs and delivery drivers on how to recognize the signs of trafficking. *For more information visit: [malouffoundation.org](http://malouffoundation.org)*

## TUESDAY, JANUARY 29

### Pantone's 2019 Color of the Year

11 a.m. - 12 p.m. | Building B, WorldView on Sixteen

Color palettes for 2019 break free from traditional thinking. Join Laurie Pressman, VP at Pantone Color Institute, as she reveals the key color trends for 2019—where they are coming from, why they are happening and where they are headed in the future, plus get an inside glimpse into the selection of Pantone's 2019 Color of the Year. (0.1 CEU)

### Exterior/Interior Extravaganza

11:30 a.m. - 12:30 p.m. | Building C, C1301

No longer are the interior design and exterior design separate—designers are being tasked from the blueprints to design the entire home from the mailbox to the pool and everything in between. *Designers Today* editor in chief Jane Dagmi and *Casual Living* editor Waynette Goodson will wrangle together top designers on the topic of marrying interiors and exteriors. OW Lee will serve lunch afterward.

### The Future of Urban Housing Design

11:30 a.m. - 12:30 p.m. | Building C Seminar Room, C174

Alternative housing is the way of the future for many due to population density. As trends lean toward smaller living conditions, architectural and interior design projects and product choices will have to adjust to accommodate for new design. Christopher Mercier, founder of (fer)studio, will discuss how design projects like small, owner-occupied apartment units, artist studio live/work areas in metal buildings, and larger unit apartment projects are addressing density, and how furniture selection can be an important factor for livability in these newly designed accommodations. (0.1 CEU)

### 2019 Design Icon Retrospective

1 p.m. - 2:30 p.m. | Building B, WorldView on Sixteen

Join Las Vegas Market Design Icons, including Roger Thomas and Larry Laslo, in this retrospective look at the design industry over the last decade and what the future holds for them. A meet-and-greet and book signing will follow at 2:30 p.m.

### The Business of Design Panel

3 p.m. - 4 p.m. | Seasonal Living, Building C, C494

*Casual Living* editor Waynette Goodson, *Seasonal Living* founder Gary Pettitt, and top designers and logistics experts will lead a robust discussion on shipping, logistics and warehousing. Learn best practices for designers on how to time shipments for installations and how to make sure product is inspected before it goes to the client, while enjoying an old-fashioned English summer afternoon tea.



# Neutral Ground

Awash in creamy hues, these pieces—all showing at Market this season—capture the pearlescent splendor of a desert oasis.



1. A channeled back on **Diamond Sofa's Ava** highlights its graceful curves (**B746**). 2. In raw silk and watery pastel hues, the hand-knotted **6350F shag rug** from **Felzy** has a soft glow underfoot (**C180**). 3. The **Stanford** six-drawer dresser from **Bungalow 5** is clad in an eggshell-hued lacquer (**C455**). 4. The **Ora** pillow by **Eastern Accents** features a geometric pattern in delicate blush velvet (**A130**). 5. Trimmed with tassels, the oversized **Morrison** pillow from **Pom Pom at Home** is an alluring accent in a handwoven striped cotton (**C506**). 6. In outdoor-friendly steel, **Fermob's Bebob** table appears to float atop four rounded legs (**C464**).

PHOTOGRAPHY: COURTESY OF BRANDS

THE DESIGNER'S GUIDE TO LAS VEGAS MARKET

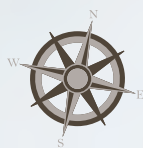
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