

# Furniture News

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FURNISHER

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dedicated to accessories and furnishings

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## Settle for nothing less

World Furniture unveils heavy grain bonded leather collection

Gearing  
Media  
Group

Right: Bronze Apsara sculpture, HD Asian Art

Below right: Corona, Pine People, Core Products

Bottom: Wiseaction's Lingfield coffee table, pictured in a waxed finish but also available in a natural finish, features a drawer that opens on both sides

animal print, most of which are machine washable. Footstools with pillows inside are also available. The products can be personalised with names, company logos or promotional messages too. All products are made in the UK, so lead times can be as little as three days from order. Bean2Bed.com delivers all across Europe.

The company is looking to work with interior designers, as it is also able to offer a bespoke service based on concepts and ideas for individual clients. Bean2Bed.com can source fabrics and colour-match as required, or the client can provide their own material to match elements of the overall design. The result is a product that combines comfort with functionality, and a finish as unique as the customer's taste.

The company is currently working on limited edition ranges to mark the Diamond Jubilee and the summer of sport.

Tony Febland of the **Febland Group** sums up his experience thus: "Although the Interiors show is going through a period of consolidation – ie, seems to be getting smaller – it is still an important landmark in the calendar, kicking off the new year and making all us cynical old salespeople pull themselves out of the sloth created by a rather torpid sales drive, with most members of the public looking for the cheapest obligatory gifts they can get away with.

"At Febland we definitely felt the depression merited an injection of glitz and glamour, and we went heavy on all that glitters. If it sparkles, it's us. And that theory seemed to be borne out by the fact that so many stands in our section – accessories – had also fronted up their displays with glittering lines."

British sales promotion company **Greenwood**



**Retail**, which celebrates 10 years of business this year, is a true retail success story, having grown from a one man band to become "Britain's leading experts in this specialist field", according to founder and MD Bernard Eaton.

Bernard says: "It seems like yesterday when we launched our first Greenwood sale. We held three sales back in 2002. Last year we held 91! There are many good reasons why no other company plans more of these sales promotions in the UK and Ireland than Greenwood."

When asked why Greenwood has become so popular, Bernard replies: "Ask our clients why, they will be very happy to tell you!"

**HD Asian Art's** James Horsfall says: "The show was very successful for us. As our first time at the show, we were not sure what to expect. However, a number of designers, interiors and furniture retailers found our unique, artisan-crafted Asian art that 'something different' that they were hoping to find at the show – which was great to hear.

"It was the larger 'architectural' pieces that, not unsurprisingly, were of greatest interest to interior designers, design retailers and furniture stores." HD Asian Art offers an exclusive collection of unique, artisan-crafted art from south-east Asia.

"All of our art is museum quality and produced in Cambodia, Thailand and Myanmar (Burma)," says James. "We do not source from volume producers but work directly with local artisans to create aged, stylish pieces with no minimum order quantity."

**Wiseaction** launched a number of new products including the Manor House assembled oak furniture range, and the French-style Limoges and Havana bamboo drawer-fronted flat-packed ranges. Several new items, finished in ivory, were added to the Aintree pine range, including a coffee table, >>>

