

# furniture lighting & decor

## *looking forward*

retail and design coaches  
share tips for 2021 success



DECEMBER 2020  
[furniturelightingdecor.com](http://furniturelightingdecor.com)

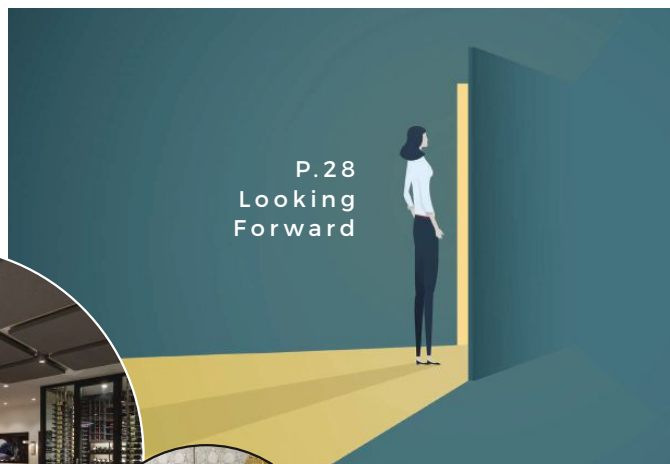


# contents

DECEMBER 2020



P.20  
Artistic  
License



P.28  
Looking  
Forward



P.34  
Winners Corner



P.40  
Virtual Showhouse



P.44  
Leather Bound



P.47  
Light from  
Above



P.49  
On  
Display

**Furniture, lighting & decor** (ISSN: 2639-7781) Vol. 4, No.10 is published monthly by Scranton Gillette Communications, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005. Subscription rates per year: USA \$125.00, Canada \$175.00 (payable in USA funds); all other Mexico and international \$250.00 (payable in USA funds). Single copies: USA \$15.00, all international (payable in USA funds) \$30.00. Reproduction of contents is strictly forbidden. Copyright 2020. *Furniture, Lighting & Decor* accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers, or advertising agencies.

Periodical postage paid at ARLINGTON HEIGHTS, IL and additional mailing offices.

POSTMASTER: Send address changes to: Furniture, Lighting & Decor

P.O. Box 300, Lincolnshire, IL 60069-0300

To subscribe to **Furniture, Lighting & Decor**, please go to:  
[www.furniturelightingdecor.com/subscribe](http://www.furniturelightingdecor.com/subscribe)

# design notebook

BY AMY MCINTOSH

## 5 PRODUCT DESIGN & LICENSING TIPS

Product design often is a next step in an interior designer's career. We asked five designers for their top product design and licensing tips for newcomers to the field. One theme stood out: trust in your partners is key.

*"The key to a successful licensing partnership is all in the relationship with the vendor. Don't just seek out a vendor because they're a big name. Approach a vendor that you have a good working relationship and a high level of trust with. A licensing partnership is just that, a partnership, a collaboration. Don't enter into one with a vendor that only has their interests in mind."*

**- AUSTIN HANDLER**

Mabley Handler Interior Design,  
The Hamptons, NY

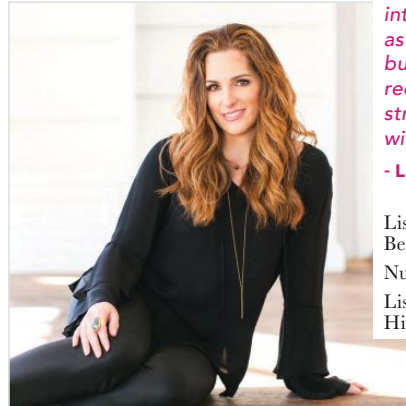
Mabley Handler for Kravet  
Furniture and Kravet Fabrics



*"Understand that this is a major investment of your time. This is not a dial-in meeting handing off some ideas and then you miraculously have a collection. From the initial concepts of what your collection will bring to the marketplace to marketing, public relations, sales-related planning and ideally, in person events; understand that you need to dedicate a major part of your life to this launch to make it a success. Your name is on it and hopefully it will get global recognition, so it is important you are 'all in,' as they say!"*

**- BETH WEBB**

Beth Webb Interiors, Atlanta, GA  
The Beth Webb Collection  
for Arteriors



*"Know who you are going into business with! In as much as a licensing agreement is a business partnership, it also requires a base of trust and a strong, established relationship with your suppliers."*

**- LISA MCDENNON**

Lisa McDennon Design, Laguna  
Beach, CA  
Nuance Home + Lifestyle Boutique  
Lisa McDennon Collection for  
Hinkley

*"Your brand is your promise, so make sure to partner with companies that can help you deliver on that brand promise and not compromise it."*

**- STACY GARCIA**

Stacy Garcia Inc.  
Life-Styled.net

Licenses with more than 20  
companies, including Klaussner  
Home Furnishings, IMAX  
Worldwide Home, Crypton  
Home, York Wallcoverings,  
Brintons Americas and TileBar



*"Spend the time needed to understand who it is you are designing for and figuring out what it is you do that will make their daily lives better. When you have a good sense of that, you will be making helpful, relevant, smart products and consumers will gravitate to them. What we don't need is more furniture that's made to fill up rooms and fill sales floors. Really do your homework first."*

**- CHRISTINA ANSTEAD**

Interior Designer  
HGTV Host  
Christina Home Designs for Spectra Home



## STYLE BOARD

# DESIGNER HOME COLLECTIONS

## DESIGNED BY DESIGNERS

Designer collections across the home can help bolster brand recognition and define design styles.

BY AMY MCINTOSH



The Lulu and Georgia x Jenni Kayne collection is designed to bring a casual yet elevated feel to a home. Drawing on the coast of California, the flatweave Bungalow area rug is as versatile as they come, made with a blend of wool and viscose. [www.luluandgeorgia.com](http://www.luluandgeorgia.com)

The Georgia Pendant by Becki Owens for Hudson Valley Lighting evokes the comforts of home. Rattan lattice cane deftly woven in geometric boxy shapes conceals light sources in pieces sure to make any space feel warm. [www.hvlgroup.com](http://www.hvlgroup.com)



From HGTV designer Christina Anstead's Christina Home Designs collection for Spectra Furniture, the Glendale chair is covered in Fuego Navy performance fabric. The 30-piece easy-living collection is designed for busy families. [www.spectrahomefurniture.com](http://www.spectrahomefurniture.com)



Based on a classic alabaster Greco Roman shape, the Discus chandelier from the Beth Webb Collection for Arteriors is made of blackened iron. The light seems to float in the silvered-interior bowl reflecting and refracting the light gently towards the ceiling. [www.arteriorshome.com](http://www.arteriorshome.com)

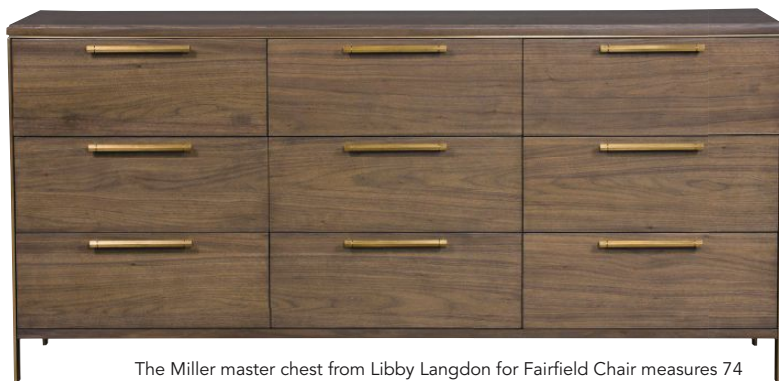
The On Deck Collection from Stacy Garcia Home for Klaussner Outdoor exudes polished minimalism with clean-lined silhouettes and a mix of materials. Combining quality, style, comfort and value, this collection includes a daybed, chaise lounge, and square modular cocktail table, as well as a variety of dining chairs and bar stools. [www.klaussner.com](http://www.klaussner.com)



Part of the Lisa McDennon Collection for Hinkley, Nikko is a study in contrasts: simultaneously bold and airy, minimalist yet intricate. Its sleek wire design is woven into a striking multi-tier pendant that evenly radiates light throughout. The transitional silhouette is available in either Light Ashwood or Black finish options. [www.hinkley.com](http://www.hinkley.com)



The expressive Unika collection designed by Nikki Chu for Jaipur Living offers a range of chic patterns and a luminous color palette. Inspired by high-low flatweave constructions, the Tasma area rug boasts a textured and bold geometric motif in duo-toned blue on a white ground. [www.jaipurliving.com](http://www.jaipurliving.com)



The Miller master chest from Libby Langdon for Fairfield Chair measures 74 inches wide by 20 inches deep by 36 inches high and has generous drawer space. It feels sleek and clean because of the simple metal frame and custom hardware. [www.fairfieldchair.com](http://www.fairfieldchair.com)

Designed by Larry Laslo for Chaddock, the Network sofa mixes intricate, detailed accents like deep button tufting, elegant arm pleating and precisely mitered corners — elements the designer drew from lace in its most exaggerated form. Available in your choice of fabric or leather and finish. [www.chaddockhome.com](http://www.chaddockhome.com)

