

NY Trip Recap

Supplier & Market Trip — January 19–22

Trip Overview

- **Day 1 (1/19)** – Dinner with Consultant
- **Day 2 (1/20)** – Texworld & Printsource, ABC Carpet, Dover Street Market
- **Day 3 (1/21)** – Cooper Hewitt Museum, Guggenheim Museum, 5th Avenue Shopping, Pretemps, Zarin Fabrics
- **Day 4 (1/22)** – Material ConneXion, Fabric & Trim Shopping, SoHo Retail Shopping, Vispring

Day 1 — 1/19: Dinner with Consultant

- Strong conversations and a valuable opportunity to build and strengthen relationships.

Day 1 Photos

Drop your dinner/consultant photos here

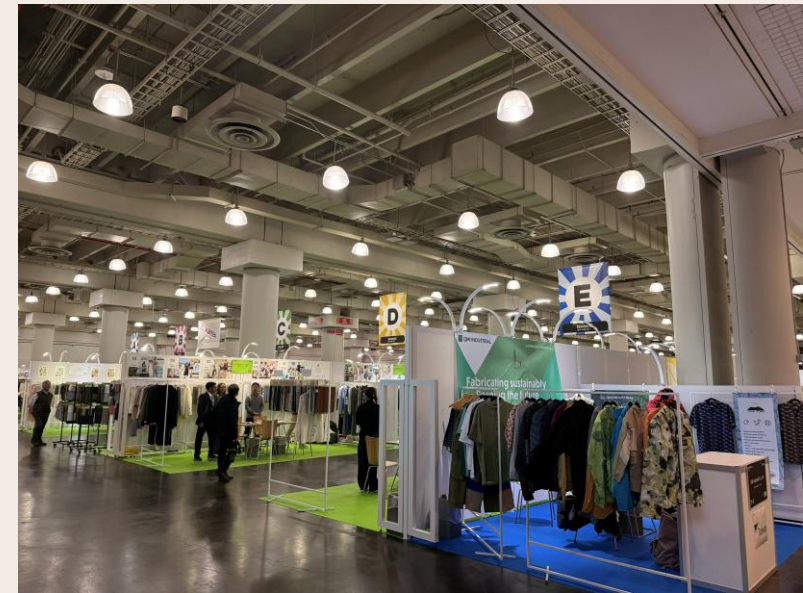


Day 2 — 1/20: Trade Shows & Retail

- **Texworld:** Aggressive sales approach; mostly China/Korea suppliers, apparel-focused. Few standout finds.
- **ABC Carpet:** Skewed toward tabletop/bedding. Clear color trends: orange, chartreuse, emerald, white. Rugs strong for inspiration only (\$30k+).
- **Dover Street Market:** Strong fashion inspiration — black-on-black textures, angular twills, digitized dot prints, oxblood/brown palettes, bullion embroidery.

Day 2 Photos

Texworld, ABC Carpet, Dover Street Market



Printsource — Day 2 Deep-Dive

- ~12 suppliers, about half highly relevant to our needs
- Easy conversations, quick alignment on what we needed
- Strong prints, easily recolored/adapted for knit & weave
- Avg artwork cost ~\$500-\$800 (mostly ~\$600) — in line with our contract artist
- Many suppliers open to custom artwork for an added cost
- **Overall: worthwhile, though longer-term it may be more effective to work directly with designers/new talent outside the show.**

Printsource Photos

Artwork & print inspiration



Day 3 — 1/21: Museums & Retail

- **Guggenheim:** Permanent collection only; refined our light-blue direction for Serta (between Perfect Sleeper and Masterpiece); angular photo compositions inspire border/panel detailing.
- **5th Ave — Versace:** silver lurex suit, oxblood bags, blue-green suit.
- **Veronica Beard / Carolina Herrera:** cornflower & robin's egg blues + neutral browns — reinforces brown in Serta palette.
- **Hermès:** silk ties spark micro-pattern ideas for borders/gussets.
- **Hästens:** bed construction walkthrough; comfortable but bouncier than expected, hand feel underwhelming for price.

Day 3 Photos

Guggenheim, 5th Avenue Shopping



Cooper Hewitt Museum

- **Highly inspirational:** Simmons Avenger line fits seamlessly into nearly every room of the renovated mansion
- **Craftsmanship:** intricate woodwork, plaster ceilings, and old-world architectural detail throughout
- **2nd floor:** American industrial design photography — largely not directly relevant, but sparked design-team discussion
- **Key reflection:** every object has a designer behind it — a reminder that our work, however small, shapes both beauty and function

Cooper Hewitt Photos

Mansion details, rooms, textures



Pretemps

- **One of the day's most inspiring stops:** immersive, two-floor merchandising grouped intuitively rather than by gender or designer
- **Aesthetic:** “more is more” – browns (espresso, taupe, camel) with gold hardware; suede and crocodile throughout
- **BR Black direction:** Dupont ashtray (black/gray, understated logo mark) and an agate-textured dress reinforced a marble/stone-inspired look
- **Color:** Nike's oxblood shoe reinforced oxblood as a strong POP color; moody plaids in light browns anchored neutrals
- **Also notable:** exceptional pattern work (Pinel & Pinel, Faure Le Page), fine-sequin micro shimmer, strong wallpaper throughout

Pretemps Photos

Wallpaper, merchandising, BR Black inspiration



Zarin Fabrics

- **Very expensive:** no physical fabric purchased, but extensive photography captured for BR Black and Serta direction
- **Design language:** compelling geometric designs and overlapping circle motifs; strong texture-driven designs that “work harder” visually
- **Best find of the trip:** a black-and-gold marble-inspired woven fabric — highly relevant for BR Black
- **Next step:** none of the colorways are correct as-is, but there is a clear opportunity to collaborate with design to recolor and reinterpret

Zarin Fabrics Photos

Marble-inspired weave, geometric prints



Day 4 Overview — 1/22

- **Fabric & Trim Shopping** — Mood, B&J Fabrics, Pacific & M&J Trimmings
 - Mood: vast assortment; brought back fabrics for print/pattern inspiration
 - B&J: library-like, photography only; expensive but valuable visual reference
 - Pacific & M&J Trimmings: strong tape/handle inspiration; items purchased
- **SoHo Retail Shopping** — high-impact windows, less substantial interiors
 - Neutral palette themes: tan, camel, mustard, burgundy, deep greens
 - Reiss stood out on quality; The RealReal offered strong luxury resale inspiration

Day 4 Photos

Mood, B&J, Trimmings, SoHo retail



Material ConneXion

- Global materials sourcing platform; arranged by Bekaert Deslee
- **Platform:** searchable material profiles (origin, attributes, supplier contacts); pricing excluded
- **Trend intelligence:** reports link consumer/market trends directly to library materials
- **Pricing:** ~\$15,300/yr subscription (unlimited users); ~\$6K–\$10K per project sourcing engagement
- Showroom highlights: heat dissipation, cooling, flame-resistant materials (relevant for Justin/Victor)
- **Overall:** strong value-add for Innovation/R&D; less impactful for Aesthetics

Material ConneXion Photos

Showroom samples, platform demo



Competitive Shopping: Vispring

- Impressive selling & brand experience, though aesthetics felt conservative
- Sales associate (ex-Hästens) highly engaging and knowledgeable
- Premium construction: hand-tied borders, vents, box stitching; natural cotton/cotton-viscose fabrics
- Comfortable but bouncy; “firm” read closer to medium; claimed six-strand pocketed coil invention
- **Pricing:** entry-level bed ~\$16K retail (~\$14K in-store w/ free topper); delivery ~\$700, 6–8 wk lead time
- **Overall:** an excellent, thoughtful, educational selling experience

Vispring Photos

Construction details, showroom



Final Reflection

This marked the final day with the suppliers, and it was clear how much they valued the time spent together—building relationships, exchanging perspectives, and forming new connections. The collaborative dynamic was strong.

I learned a great deal about each supplier's background, passions, technical expertise, and how they view their current and future roles. I believe the suppliers left with a clearer understanding of how I approach competitive shopping, my preferences and non-negotiables, and the level of detail I'm looking for as we continue to build and evolve our brands.