



CHELLA CELEBRATES

Chella designer Scott Bodenner hosts party in his Brooklyn studio to celebrate new collections and 10-year anniversary. **See page 6**



GASTON DEVELOPS

John Anderson's Textile Tech Center at Gaston College keeps textile niches from going offshore by staying ahead. **See page 12**



JOBBERS UPDATE

Momentum Group, Designtex and Arc | Com's Jeff Layne discuss the future of the biz, trade shows and green. **See page 14**

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PIF Outpaces Global Competition in Editeur Fabric Business

Tazi Brothers Serve Every Customer, Supplier like 'Kings'

by Eric Schneider

CASABLANCA, Morocco — PIF SRL Textile Emotions has built its jacquard weaving business in excess of \$25 million annually by staying focused on innovative design to meet the upholstery needs of global editors with maximum creativity, according to Samir and Nabil Tazi, brothers and principals of the high-end editeur.

The company grew its business in 2009 and expects a gain of six to

seven percent in 2010 from the pickup in business during the first quarter of this year. The line is priced in the 12 Euro to 25 Euro range with some products as high as 50 to 70 Euro per meter. When it started its export business in 1998, PIF moved to high-end fabrics after noticing that local competition had focused on the middle market for production.

When Swarovski approached Samir with the idea of producing crystal laden fabrics, he became

immediately interested and even developed a large machine to apply the crystals using the precise amount of heat and pressure. As the new exclusive Swarovski distributor in Morocco, PIF has become a seven-figure niche business specializing in the sale of crystal to craft jewelers and other crystal users. PIF also introduced several new successful lines through important European editeurs with the crystals.

Morocco's flourishing economy grew six percent last year and afforded PIF with the opportunity to supply a newly built 700-room hotel in northern Morocco,



Samir Tazi

as well as a recently completed boutique hotel, Namaskar, near the Mandarin Oriental. Its rapidly growing tourism industry, which is projected to reach 20 million

people by 2020, will be highlighted by more chain hotels in the years ahead.

With 32 million people in Morocco, PIF's growing domestic business as the market's main supplier is ahead of Maveltex at \$15 million in sales and Atretis at \$10 million. However, PIF's upholstery focus is on the export business, which includes 20 percent of its production in contract and the balance in residential. It also has a sizeable business in supplying traditional Muslim garments, giving PIF a special feel in developing the finer denier fabrics for home furnishings, according to Samir. *(Continued on pg 4)*

Classical Elements Expands Export, Recycled Wood Hardware

Sipco News Network

RALEIGH, North Carolina — Classical Elements LLC, a fast-growing trimming, knitted drapery fabric (under the Finestra label) and hardware designer, marketer and importer, is launching several new programs simultaneously to take advantage of an improving high-end residential home furnishings market. The latest introduction at Showtime USA is a hardware line made of recycled barnwood sourced in the USA. *(Continued on pg 7)*



The family that hangs together. Clockwise L to R: Leyla, Aden, Stuart, Joshua and Micah

Harvey Makes Tough Times Work to Build Market Share

by David Drees
Special to F&I

AUCKLAND, New Zealand — "The global financial crisis hit New Zealand as hard as anywhere on the planet — yet Harvey Furnishings Ltd. increased its marketing spend when its competitors were pulling back or even closing their doors," said David Drees, general manager of the 11-store chain dedicated to readymade, custom curtains, window blinds and fabric business in New Zealand.

"Our strategy was to use the recession to grow our market share, a strategy that has worked for us," he said. Harvey's is also part-way

through a rebranding and store re-fit program, and plans further store openings across the country.

Research showed Drees that even in tough times people still need fabrics and furnishings. In fact, customers could be convinced to use Harvey's instead of more expensive options of moving to another home or undertaking major renovations, he reasoned. He also said that Harvey's assertive marketing approach impacted the buying department where strategies had to change to reflect adjusting consumer requirements.

"Ten years ago much of what Harvey Furnishings was selling came from Europe and the USA,

Harvey's Safia Haythorne with her winning fish — a John Dory (see sidebar on p.7)



which were the key supply markets for product design and quality and people paid a handsome premium for it." *(Continued on pg 7)*



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