

## **FOR IMMEDIATE RELEASE**

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### ***7 W HOME FASHIONS MARKET WEEK New and Expanded Showrooms & Much More***

**New York** – (August 2011) Energized by a successful Gift and Home Textiles Market week, 7 W New York is primed for a productive Home Fashions Market, September 19<sup>th</sup>-23<sup>rd</sup>. In addition to some brand-new and expanded showrooms offering distinctive fashion-forward items, the entire roster of top-notch home fashions suites in the building will be impressively well stocked as they await the arrival of buyers. The return of the ever-popular Affordable Art Fair will overlap with the market, September 21<sup>st</sup>-25<sup>th</sup> on 7 W's 11<sup>th</sup> floor event space, creating additional buzz and activity across the building.

Chris Collins, VP & President, 7 W New York, comments, "Our building houses some of the most impressive brands in home fashion; our mission lies in presenting it to buyers in a convenient one-stop-shopping environment. The showrooms excel in offering the very best and most exclusive merchandise which continues to make Home Fashion Market Week one of the premier events on the 7W calendar."

Those making their debut with new showrooms at 7 W:

**Nishat Chunian** (Suite 639) is a purveyor of luxury solid sheeting and top of bed items and is debuting its permanent 7 W showroom during the market. They also offer printed fashion sheets and bedroom coordinates including decorative pillows and window treatments. Their dyes and finishes can be adapted in accordance with customer requirements. Nishat Chunian's dyeing and finishing plant has an impressive monthly capacity of 3.0 million yards per month with an equivalent stitching capacity. The plants are equipped with state of the art machinery specially designed to cater to high thread count fabric. [www.nishat.net](http://www.nishat.net)

**Kaleen Rugs** (820) The international manufacturer of beautiful hand- and machine-made rugs is looking forward to the official grand opening of their 7 W suite. Employing over 6,500 skilled artisans, Kaleen is committed to product quality. Offering stunning merchandise including hand-tufted rugs designed with unique beautiful colorations and textures, they create magnificent keepsake quality hand-knotted rugs, and hand-loomed treasures that add interest and style to any setting. Kaleen also produces simple but tasteful sisal and jute carpets for customers seeking a natural, timeless look. The manufacturer always strives to provide the most stylish products at an exceptional value. During the September market, Kaleen will introduce two new collections, Astronomy & Bimini, as well as several new Khazana Designs. [www.kaleen.com](http://www.kaleen.com)

**Berkshire Blanket** (939) Opening in time for the market, this Massachusetts- based company produces exceptionally soft and warm blankets. Berkshire is committed to offering the greatest quality, selection, value and comfort to the most people in the most places. As ambitious as this goal sounds, their social mission is equally impressive as they support a wide range of regional,

national and international organizations in order to “bring softness, warmth and comfort to the world.” Industry leaders in technology and texture, Berkshire’s throws, blankets, bedding, quilts, comforters, pillows, baby and gift lines are sure winners. [www.berkshireblanket.com](http://www.berkshireblanket.com)

**Bolan USA LLC** (Suite 514) Bolan USA is a company that offers a wide range of textiles and accessories and is looking forward to its first market at 7 W.

Those expanding their existing 7 W suites include:

**Sam Salem and Son** (500) In business since 1944 this manufacturer specializing in home furnishings including bedding, linens, throws, baby blankets and promotionally-priced products. They have licensing agreements with Harve Benard, Joseph Abboud and Serta, to name just a few. With three US warehouses, their stock inventory remains fresh all year long.

**aaa Bath Fashions, LLC** (724): This company imports beautifully handmade bathroom accessories in brass, resin, ceramic, glass and various other materials, along with bath hardware, racks, canisters and trays....for those “aaa” spa-like moments in everyday life.

Temporary Suites include:

**Charisma** (C102) is one of the most luxurious and coveted brands of bed linens and bath towels. Their gorgeous merchandise is featured in the finest boutiques and department stores nationwide. [www.charismaathome.com](http://www.charismaathome.com)

**Home Textiles Today's Global Interiors Home Collection Show** (645-647) debuted in 2010 to great excitement. The show-within-a-show features five manufacturers from around the globe presenting their products.

**Inovatex** (725) will debut a collection of branded bedding products including sheets, comforters, blankets, duvets, pillows, mattress pads and toppers, pillow protectors, and mattress covers. The products are designed to offer health related solutions by utilizing the latest new technology, innovative fabric, fiberfill, and construction. In addition to sleep management, strategic partnerships will be developed with leading retailers and manufacturers across multiple categories, including fitness products, relaxation and massage therapy, diagnostic and consumer electronics, personal care, eyewear and first aid.

**NuSteel by Tatar** (721) NuSteel debuted in January 2011, offering bath collections, accessories, barware and housewares in many interesting materials such as stainless steel, brass, iron, copper, zinc, resin, aluminum, glass, stone, ceramic and melamine. In addition, Nu Steel provides their customers with design services.

**CMN** (1021): Founded in 2002, this India-based purveyor of original home furnishings and accoutrements is equipped with the most sophisticated systems and tools, allowing easy relationships with customers world-wide. [www.cmninternational.com](http://www.cmninternational.com)

For complete and continually updated information about 7 W New York, keep visiting [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on Twitter.

**7 W NEW YORK®** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Located at 7 W 34<sup>th</sup> Street, its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a

trademark of Merchandise Mart Properties, Inc. (MMPI).

**MMPI** is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

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