

## **FOR IMMEDIATE RELEASE**

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### **7 W NEW YORK® CONTINUES TO EXPAND DURING UPCOMING HOME FASHIONS MARKET WEEK March 14-18, 2011**

(New York, NY- March 1, 2011) 7 W New York is heading into spring with a Home Fashions Market Week that is fresh and exciting, with several companies making their debut at 7 W, joining the already impressive list of suites that make 7 W a destination marketplace for home textiles and bath product manufacturers and buyers. The showrooms at 7 W 34<sup>th</sup> Street may be counted on to feature a well-curated, upscale and stylish spin on home fashion merchandise from designer lines such as The Kathy Ireland Home® Collection at both Hallmart Collectibles and Blonder Home, PBS's Vicki Payne line for Royale Linens to the just hot off the presses launch announcement of a new line of fashion bedding from Robin Wilson Home.

New suites, product launches and special events to note include:

**Royale Linens, Inc.** (Suite 433) a leading international manufacturer of home bedding products is proud to introduce the For Your Home by Vicki Payne collection during market week. The line of products was inspired by Payne's nationally-syndicated TV show of the same name. The prominent designer, home improvement expert, and author of nine books, hosts and appears regularly on PBS, Create TV and several cable networks. Her collection comprises four designs, covering styles from understated formal to urban chic. Royale and its parent company, Yunus Textile Mills, Ltd. is proud to carry such a distinctive line from such a well-respected designer and TV star. [www.royalelinens.com](http://www.royalelinens.com)

**Surya** (Suite 439) is celebrating its 35<sup>th</sup> anniversary and will have parties to commemorate the milestone during the market week. Living up to the adage about getting better and not just older, Surya founder Tiwari established his business in a small village in Northeast India 35 years ago. His company is now internationally known as a premier source for the highest quality, most innovative and luxurious rugs along with a comprehensive collection of coordinating accessories, including a unique assortment of hand-crafted pillows and throws as well as an exclusive compilation of signed and numbered fine art pieces. [www.surya.com](http://www.surya.com)

**Manual Woodworkers & Weavers, Inc.** (Suite 525) is pleased to open its brand new showroom at 7 W in time for the market. The company states, "We are very excited to be a part of 7 W New York and look forward to many successful seasons featuring new, innovative and exciting product. Since its beginnings in 1932, Manual, based in the mountains of North Carolina, has proven its ability to identify trends in the gift and decorative accessories industry and to provide its customers with the finest products at the lowest available price. Manual manufactures home décor accents including woven

tapestry throws, wall hangings, ceramic tabletop items, metal décor for home and garden, fashion accessories, entertaining items, a full line of baby and toddler items as well as a collection of inspirational merchandise. They have licenses with a host of artists including Thomas Kinkade, Terri Puma, Paula Scaletta, Greg Giordano and Kevin Daniel. The third generation of this family-owned company has numerous times been ranked #1 in Home Décor by *Gift Beat* magazine. [www.manualww.com](http://www.manualww.com), [www.mwwnationals.com](http://www.mwwnationals.com)

**Blonder Home** (Suite 635) opening its doors for the 7 W Home Fashions Market Week, is one of the nation's largest suppliers of wall coverings and home accessories. Founded in 1918, the company is best known for its wall coverings, including wallpaper, borders, wall murals and appliqués. New for this market will be the April Cornell by Blonder Home Collection, a distinctive and colorful line of home items. The company also offers products and décor accessories for the bath, kitchen and entertaining under the Blonder Home name as well as through brand partnerships with Woolrich®, Kathy Ireland Home® and Jim Shore®. Blonder Home products are lifestyle-focused, providing consumers with affordable, coordinated home decorating accessories. [www.blonderhome.com](http://www.blonderhome.com)

**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)

**Rizzy Home** (Suite 733) – A premier manufacturer of bedding, area rugs, decorative pillows, tabletop and throws, Rizzy Home licenses Waverly area rugs and Laura Fair bedding. This new suite's constantly expanding product line features items imbued with great quality, style and value. Mark Ferullo, Vice President, remarks, "We are extremely excited to be part of the 7 W gallery of showrooms. We feel our product mix, manufacturing capabilities, and local distribution will be a benefit as retailers are looking to create programs that will capitalize on our vertically integrated facilities. Our factories in India and our warehouse in Georgia are designed to provide outstanding service and diverse programs that are in demand from the retailers. Quality, fashion and value are main ingredients of our product offerings." [www.rizzyhome.com](http://www.rizzyhome.com), [www.facebook.com/RizzyHome/166504280043446](https://www.facebook.com/RizzyHome/166504280043446)

**Kaleen Rugs** (Suite 820) is an international vertical manufacturer of beautiful hand-made rugs that is looking forward to the official grand opening of their 7 W suite. With over 6,500 skilled artisans, Kaleen is committed to product quality. The company offers many stunning products including hand-tufted rugs designed with unique beautiful colorations and textures. It creates gorgeous keepsake quality hand-knotted rugs, and hand-loomed treasures that add elegance and style to any setting. Kaleen also produces simple but tasteful sisals and jute for customers seeking a natural, timeless look. The manufacturer always strives to provide the most stylish products at an exceptional value. [www.kaleen.com](http://www.kaleen.com) "We at Kaleen are very excited about our commitment to a permanent showroom in the fashion center of America," said Joe Barkley, Kaleen Executive Vice

President, “and 7 West provides the most appealing and energizing location for Home Décor in New York”. [www.kaleen.com](http://www.kaleen.com)

In addition, 7 W will showcase the following exhibitors during Market:

SLEEPWELL, INC. / *Home Textiles Today's* Global Interiors Home Collection Show, Devtara, Bungalow Flooring, and Sam Salem & Sons.

For a complete list of textile suites and lines, please check the 7 W website, [www.7wnewyork.com](http://www.7wnewyork.com) or visit 7 W 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 registered 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.

**VORNADO REALTY TRUST**, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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