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**A FULL HOUSE THIS SEPTEMBER AT 7 W NEW YORK®
Home Fashions Market Week**

September 13 – 17

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New York International Carpet Show (NYICS)

September 12 – 14

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Designer Day: *Color Trends for Carpets & Beyond*

September 13

(New York- August 30, 2010) – For the upcoming Home Fashions Market, 7 W 34th Street will have a building full of showrooms and exhibitors, as well as exhibiting companies and brands in the **Global Interiors Home Collection Show**, sponsored by Home Textiles Today.

As an added attraction, from September 12 – 14, attendees will also have the opportunity to shop the growing **New York International Carpet Show**. To pull it all together with insightful trend information, 7 W will present its next **7 W Designer Day** event on September 13. Pantone's Vice President of Fashion, Home and Interiors, Laurie Pressman, will lead a presentation on general trends in color as well as its role in carpet design. Prolific rug industry writer, Alix Perrachon; carpet visionary Malene Barnett; and Benjamin Moore's 2010 HUE award winner and interior designer, Ghislaine Viñas will be on hand to offer their take on this powerful element of design.

In its second year at 7 W, the **New York International Carpet Show (NYICS)** will feature top importers of stunning, high-end, hand-woven carpets. Updated traditionals, fresh designs, unexpected textures, and fashion-forward colorways will make this event a "must" boutique trade destination. Several first-time exhibitors will offer decorative surprises for design-conscious buyers and feature an array of fine antique carpets. With the show running from September 12 – 14 and from 9 a.m. – 6 p.m., the 7 W 11th Floor Exhibit space will be "action-central".

Su Hilty, vice president of marketing for 7 W New York, remarks "We are really excited about all of our building-wide exhibitors.

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A true 7 West experience is always packed with great products, excellent networking opportunities and trend information helpful to business success. Buyers now have 11 floors filled with new suites & exhibitors, the New York International Carpet Show (NYICS) and the Global Interiors Home Collection Show, all adding up to an extremely rich shopping experience.”

New and expanded suites as well as special exhibitors will include:

Bellino Fine Linens (922) – A long-standing and powerful brand in the luxury linens arena, they provide exquisite luxury linens for the bed, bath and table. All Bellino linens are made of 100% Egyptian long staple cotton and everything is manufactured under strict quality control in company-owned factories by artisans with generations of experience. From 300 – 600-thread count to Sateen to high thread count percales and jacquards, as well as fine Irish linen, Bellino offers an extensive range of products to suit the needs of the most distinguished buyer. According to Vice President Gianni Romagnolo, “We are very happy to open our new showroom at 7 W and we are sure that it will help us to develop a lot of new business contacts and brand awareness.”
www.bellinofinelinens.com

Blonder Home (635) – Blonder Home 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 appliqué. 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

Devgiri Exports / ABC Industries (817) – Devgiri offers some of the highest quality home accessories & floor coverings (area, accent, kitchen and bath rugs) available on the market. Beginning this fall, they will introduce new designs and constructions twice a year at their expanded new showroom. According to the company, “Although Devgiri and ABC have been manufacturing partners to many retailers for the past two decades, our marketing setup is just two years old. It is very gratifying to start out at the peak of the U.S. recession and emerge stronger. With the new expanded showroom, we plan to reach a wider base of owned brand and private label retailers and better communicate the benefits of working with our designers and factories.”

Global Synergy Home Inc. (627) – This new showroom, a subsidiary of Shri Lakshmi Cotsyn Ltd., (having a vertically integrated manufacturing set-up from spinning to finished products in India) features a huge selection of beautifully woven bath towels, sheet sets, bedding accessories, quilts, comforters, window and table linens. New releases are scheduled quarterly, so fresh products are given at every visit. Since 1993, this company has grown by leaps and bounds due to the quality and quantity of their merchandise.

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InterDesign (504) – A dynamic force in the international housewares and home fashion industry, this 36-year-old Ohio-based company enjoys relationships with fine retailers around the world. The InterDesign creative staff has worked overtime with over 200 new item introductions scheduled this year. With their core categories of softlines, tabletop and housewares, this newly expanded showroom will meet the needs of InterDesign's rapidly expanding New York market traffic. www.interdesigninc.com

Kaleen Rugs, Inc. (614) – Kaleen is an internationally known manufacturer of handmade and machine-made rugs. With over 6,500 skilled artisans and 40 years of experience in the textile industry, Kaleen has a history deeply rooted in craftsmanship, expertise and sustainability. The company will debut in a temporary showroom at 7 W during Fall Fashions Market with the possibility of expanding into a permanent space in the future. As noted by Joe Barkley, Executive Vice President of Kaleen, "Since this is our first venture into the NY Textile Market, we wanted to be in the best possible situation; we believe 7 West is that venue." www.kaleen.com

Levtex LLC (631) – With a finger on the pulse of industry trends, Levtex constantly delivers great ideas for the bedroom and beyond. Their new showroom will feature top of bed items such as quilts, sheets and decorative pillows for the adult and juvenile markets. In addition, the company will showcase an extensive line of decorative home and bath accessories. <http://levtexhome.com>

Liberty Fashion Textiles (521) – Liberty Fashion Textiles brings to the market a fresh introduction of a half-century traditional experience. Their bedding is spun from a variety of materials including percales, sateens and flannels as solids and prints. Liberty Fashion Textiles' beautiful collections also include comforters & comforter sets, BIBs, decorative pillows, kitchen textiles, and curtains. www.libertymillslimited.com

Loretta Lee Limited (718) – Loretta Lee Limited will open its first permanent showroom in the U.S. at 7 W in time for Fall Home Fashions Market. While known for its refined line of kitchen textiles and table linens, the company also carries seasonal and holiday home décor as well as decorative pillows, throws, and rugs. According to Loretta Lee, "We wanted greater visibility to better service our customers and we can't think of a better place than New York's 7 West building."

Next Creations LLC/Charisma (C102) – Next Creations LLC will use the upcoming market to launch their new Charisma products for the bed and bath including two new top-of-the-bed fashion items and three comprehensive sheet lines. Next Creations will also introduce two full lines of exclusive towels made by Alok. Michael Vidra, president and chief executive officer, remarks, "We are very excited to showcase gorgeous new products from the Charisma line and look forward to doing business at 7 W"

Nishat Chunian Ltd. (639) – This leading producer of internationally well-regarded premium bedding products has tripled the size of its 7 W exhibit space, and feel confident about their new products and the home fashions market. They provide a full range of beautifully designed and manufactured merchandise for the home, including luxurious sheeting, duvet and comforter ensembles, bedding accessories and window treatments. www.nishat.net

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Pacific Coast Home Furnishings Inc (839) – Pacific Coast Home Furnishings, Inc. (PCHF) is home to Sherry Kline Home Fashions, Austin Horn Collection, the ultimate bedding linen brand: Jessica McClintock Romantic Home, as well as Jessica McClintock sophisticated baby brands. For over two decades, PCHF has prided itself with carrying product lines widely recognized in the market for exceptional quality and fashionable aesthetic beauty. The company's products cater to all areas of home and include bedding, window treatments, bath accessories, embellished towels as well as solid towels, baby's bedding and accessories as well as coordinating accessories such as, ottomans, lamps, shades and more. www.pacificcoasthomefurnishings.com

Peking Handicraft (912) – This international manufacturer and wholesaler of quality handcrafted products for the home specializes in textiles, decorative accessories and giftware. Peking's expansive linen collection includes both decorative and functional pieces such as aprons, tablecloths, kitchen and guest towels. The Trina Turk Residential Collection for Peking Handicraft features the signature prints of this much-beloved American fashion designer. <http://pkhc.com>

Phoenix Home Fashions (500) – A direct Chinese manufacturer of quality home fashion accessories, including comforter sets, beds in bag, sheet sets, decorative pillows and throws, Phoenix Home Fashions is excited to open their newly expanded suite this market. President Jimmy Wu remarks, "We will be able to showcase even more of our great lines. Also, with the additional space, we can take advantage of new opportunities with our innovative decorative pillow designs and throws."

Robely (423) – Greatly expanding their presence in 7 W, merchandise from this 45 year old Canadian company is known for its versatility and diversity, superior quality and great value. Robely's collection of fashion-forward kitchen, bath and organizing accessories includes brands such as Aquatico, Bianco Nero, Elegance Spa, Royal Oak and their own AQ label. They also specialize in custom and made-to-order items, with the expertise to nurture their clients' dreams into reality. Bringing new and exciting ideas and inspirations to the North American market, the enlarged Robely showroom is a must-see space during market week. www.robely.com

SARO (900) – As purveyors of fine decorative linens and accent pieces for the home, SARO's expanded showroom serves as the cornerstone of their commitment to the New York market. Focusing on table dressing as a sensual artistic expression, SARO releases new merchandise twice a year. www.saro.com

Two Lumps of Sugar (939) - These creators of cleverly patterned melamine and tempered glass tableware, kitchen accessories, kitchen textiles, baby, picnic and numerous storage and travel pieces employ artists and expert technicians with over 33 years experience. Currently featuring all copyrighted patterns and patents for exclusivity, each with its own special story, there's no end in sight to the interest this line generates in the market. The patterns range from the stylishly chic to the tongue-in-cheek. There are trendy, classic, sophisticated, down-home country and child-oriented themes in color palettes equally as broad and exciting. <http://www.TwoLumpsofSugar.net>

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United Weavers of America Inc. (525) – Well-known for its beautiful olefin area rugs, United Weavers of America will join the market this fall. There, they will debut the Contours Collection – an eight-color heavyweight heatset olefin area rug, hand-carved for outstanding definition. This collection features 134 new products that are woven in today's most popular colors and designs.

Additional Exhibiting Companies include CMN International.

Home Textiles Today Global Interiors Home Collection Show & the Indian Pavilion, sponsored by Texprocil, The Cotton Textiles Export Promotion Council will feature:

Anunay Fab Ltd. • Best Textiles • Bhavik Terryfab • Bombay Dyeing •
HomeTex International • Narayan Overseas •
Oracle Exports Home Textile Pvt. Ltd. • Pradip Overseas Ltd. •
R P Overseas • Rateria Exports • Sree Amman Exports

and the Collection Show will also showcase:

• Chortex Mills, UK • ZZ Home, USA

Home Fashions Amenities at 7 W

- **On-Call Limousine service between Showroom Buildings**
- **Buyers' Lounge**
 - Commuter / taxi / parking rebates
 - Complimentary water & coffee
 - Trade publications

The NYICS will run in tandem with the annual NY Market Week, which is organized and operated by New York and New Jersey rug importers. For show information, please see the NYICS website, <http://www.nyics.com> or call 215.248.0494.

For complete and updated information about 7 W New York and to register for the Designer Day Event, visit www.7wnewyork.com. You can also find 7 W on Facebook and Foursquare 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. 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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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.

The New York International Carpet Show (NYICS) is a distinctive marketplace for the best contemporary and traditional decorative carpets in the industry. Founded by carpet expert Dennis Dodds, who is also architecturally trained, it is a showcase for the most current and innovative products by visionary artisan weavers...new introductions, creative collections, strong programs and must-have one-of-a-kinds.

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