

## FOR IMMEDIATE RELEASE

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### **COLOR AND CASUALWARE TAKE CENTER STAGE at 7 W 7 W Tabletop Week October 12-15, 2010**

(New York, NY – September 24, 2010) For the upcoming Fall Tabletop Week, 7 W New York will shine the spotlight on COLOR and its ever-widening range of entertaining products in the tabletop, linen and decorative accessories categories. Partnering with highly regarded **Pantone®**, the color authority par excellence, the lobby display will set the tone for a rich market complemented by multiple ribbon cuttings and in-suite events.

According to Chris Collins, vp and general manager, 7 W New York, “Retailing experts agree that the home décor and relaxation segment continues to expand due to consumer interest in both their own comfortable nesting, and preference for gifting beautiful yet practical items. As this market focuses on those inclinations, the showrooms at 7 W are filled with classically elegant to the fashion-forward items perfect for everyday entertaining.”

On tap for the upcoming market:

#### **A Broad Spectrum of Key Tabletop Brands**

Joining the more than 200 suites and lines catering to casual dining and entertainment, new suite Red Vanilla and the expanded suites of ARC International / Cardinal International set the tone for a rich array of resources.

Buyers need to ensure appointments are made with the following resources, to name just a few:

Match • Boston Warehouse • ARC International/Cardinal International • Creative Bath • Creative Gifts International • Home Essentials & Beyond • Godinger • InterDesign • nambé • Omniware • Red Vanilla • Robely • Rosanna • Sieger design • SABRE • tag • Two's Company • Ultimate Homeware • Wilton Armetale • Zak Designs • The Zrike Company

#### **New and expanded suites include:**

**ARC International/Cardinal International (300)** - The subsidiary of ARC International, Cardinal International exclusively serves the North American food service and hospitality industry. Their portfolio includes four tabletop brands specially designed for serving the food service industry requirements for strength and durability: Chef & Sommelier, Arcoroc, F&D and Elemental. The company's newly expanded showroom will present each line in a way that will help food service buyers create their own unique tabletop. Attendees can enjoy wine tastings in Chef & sommelier Glassware, Tuesday – Thursday from 4 p.m. In addition buyers can get a taste of a “crime scene” as Arc International kicks off their new NCIS & CSI licensed collections. [www.arc-intl.com/](http://www.arc-intl.com/) and [www.cardinalfoodservice.com/](http://www.cardinalfoodservice.com/)

**Red Vanilla (731)** - For a truly different experience, Red Vanilla offers a twist on the traditional and modern world of home décor. Eye catching, modern lines lend themselves to a traditional and fun feel that is felt the moment you walk into their showroom. Show-goers are invited to experience the flavor of Red Vanilla on Wednesday October 13 from 2-5 p.m. A wine and cheese social gathering will mark the opening of their new location in suite 731. [www.redvanilla.com](http://www.redvanilla.com)

**Additional in-suite events** currently on the plate are:

**InterDesign (504)– Entertaining Made Easy**

Tuesday, October 12 from 3 – 5 p.m.,

InterDesign's new bamboo and stainless steel serveware items will sure to inspire buyers to stock up on these entertaining products and come up with new ways to party. Attendees will enjoy gourmet goodies while they shop the collection.

**D. King Irwin (739) – The Hostess with the Mostest Part II**

Wednesday, October 13 from 3 – 5 p.m.

Buyers are invited to enjoy refreshments and see *Leeber Ltd.*'s latest in stainless steel serveware, which is dishwasher, oven, refrigerator and food safe – just like the flatware. It's what every smart hostess needs AND wants!

**The Mary Harper Group (831) – Rosanna Bowles, COMING HOME**

Wednesday October 13 – Thursday October 14 from 1 – 3 p.m.

Rosanna Bowles, tableware innovator and founder of Rosanna Inc., will be hosting a tea party to celebrate the launch of her first book, *Coming Home: A Seasonal Guide to Creating Family Traditions*. In addition, attendees will have the opportunity to shop the fresh new collection and get personal advice from the designer herself.

**Color & Cuisine Lobby Display**

7 W New York style expert, Nancy Alusick, will create inspiring vignettes with an emphasis on color and its impact on cuisine and tabletop settings. Taking her cue from **Pantone's** top four trending palettes (this market's lobby display sponsor) each color-focused vignette will feature fabulous new products from the 7 W tabletop showrooms. Upon entering the building, the visual appetites of show-goers will surely be delighted. *See the attached overview of these selected palettes.*

**Good Morning Welcome**

Complimentary **ORANGE** juice or MIMOSA'S will be served to start each day on the bright side. 10 a.m. – noon in the Antique Café, Lobby Level

**Lunch Break**

A complimentary buyers' 7 W lunch voucher will be available at registration. It is a ticket to delicious fare where fresh and **GREEN** is the daily mantra.

Tuesday, October 12 - Friday, October 15

Noon – 2 p.m.

Redeemable in the Antique Café, Lobby Level

**Complimentary Luxury Limo Service**

Buyers and media attendees can easily get to their appointments at both 7 W New York and 41 Madison by taking the easily accessible limo service.

- Tuesday, Wednesday, Thursday – each day from 10 a.m. – 4 p.m.
- Sponsored by **Red Vanilla**, Suite 731

**Commuter / taxi / parking rebates will also be available**

Tabletop market attendees preparing to visit 7 W should check the 7 W New York website closer to market date for a complete schedule of events. The building is open 9 a.m. – 5 p.m.

For more information as well as complete and updated information about 7 W New York, visit [www.7wnewyork.com](http://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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