

SAFAVIEH WINTER 2014 TREND REPORT: FASHION'S NEWEST ORCHID TONES

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When Pantone announced its 2014 Color of the Year: Radiant Orchid, the design team at fashion leader Safavieh was ahead of the trend, already including orchid in its cross-category winter trade show lineup. Described as a captivating, magical, enigmatic purple by Pantone, the shade is already influencing consumer choices in fashion and home décor according to Safavieh.

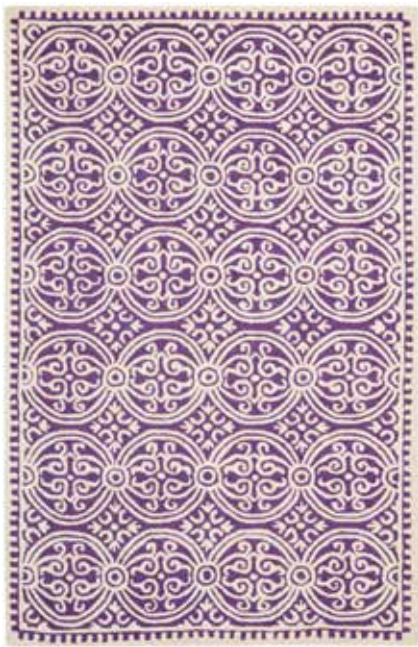
Look for tones of this new orchid in Safavieh's Chatham and Cambridge rug collections contrasted with cream or white. A series of new lamps in contemporary patterns looks fresh and directional in orchid and white (and six other fashion colorways to be introduced in January 2014). Safavieh has the shade in ottomans, chairs, pillows and more all ready for sale at Atlanta and Las Vegas Markets.

"Our design team has been testing various tones of fuchsia, purple and orchid in new collections throughout 2013. We have been tracking sales in these colors and feel that the Pantone color of the year is right in synch with consumer preferences in fashion and home decor. A perfect example is our new Isaac Mizrahi New York Rug Collection introduction called Plum Blossom. As a fashion designer, his colors are spot on," said Arash Yaraghi, a Safavieh principal.

The new products will be on display at the company's showrooms at AmericasMart Space 5-A-2 during Atlanta Rug Market, Jan. 8 - 11, 2014, and at Safavieh's Las Vegas showroom, World Market Center A-101 during Las Vegas Market, Jan. 26 - 30, 2014.

Isaac Mizrahi New York Collection Rugs - IMR607A

Part of a new abstract rug design series from Isaac Mizrahi New York Collection Rugs, the Plum Blossom rug is hand-tufted of New Zealand wool in India in a mix of orchid and purple tones.



Cambridge Rug - CAM123K

Bring classic style to your bedroom, living room or home office with Safavieh's richly dimensional Cambridge rug. Artfully hand-tufted, this wool area rug is crafted in India with plush and loop textures to highlight timeless motifs—updated in orchid, the color of 2014.

Retail \$320 for 5x8.



Chatham Rug - CHT717F

From the Chatham collection by Safavieh, style CHT717F is hand-tufted wool in India in a rich shade of orchid—just in time to add to your space for 2014.

Retail: \$360 for 5x8.



LIT4087K - The Amy Gourd Glass Lamp

Mix orchid cotton shades and purple bases for a dramatic look.

Retail: \$279 for a set of two.



LIT4088K - The Cybil Double Gourd Glass lamp

Mix orchid cotton shades and purple bases for a dramatic look.

Retail: \$279 for a set of two.



LIT4134E - The Garden Lattice Table Lamp

The Garden Lattice table lamp by Safavieh is crafted of orchid and white ceramic with acrylic base and a silver neck. The graphic windowpane base is topped with a contemporary white cotton hardback drum shade.

Retail: \$225 for a set of two.



LIT4135E - The Diamonds Table Lamp

Fresh and graphic, the Diamonds table lamp by Safavieh brings a welcome pop of color to transitional rooms. Crafted of orchid and white ceramic with acrylic base and a silver neck, this concentric diamond motif is topped with a crisp white cotton shade.

Retail: \$225 for a set of two.



MCR4589D - The Palmer Ottoman

The Palmer ottoman by Safavieh, our classic X-bench, will be shown at Las Vegas fully upholstered in orchid polyester velvet and nickel nailhead trim.

Retail: \$275



MCR4663A - The Diedre Ottoman

Beautifully upholstered in an orchid wool felt texture, the Moorish-inspired Deidre ottoman provides seating and hidden storage beneath its removable cushion top.

Retail: \$249

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