

NEW YORK MARKETCENTER™
230 FIFTH AVENUE
NEW YORK, NY 10001
800-698-5617 212-689-6301
FAX 212-545-0435
WWW.230FIFTHAVE.COM



Jane Senders 212-689-6307
Executive Director
Harvey L. Richer 212-689-6305
Director of Leasing
Wendy Lee 212-689-5634
Assistant Building Manager
Lucy Zhune 212-545-5226
Creative Marketing Director
Rosemarie Stevens 212-545-5221
Building Superintendent
Newmark Knight Frank Reception
212-689-6303
Buyer Registration/Information
1-800-698-5617 or 212-689-6301
Starter's Station (Lobby) 212-545-5222
Antique Café 212-213-5753
Building Fax 212-545-0435

Upcoming Events

NY Tabletop Show

Tues., October 13 – Fri., October 16

NY Gift Show & Home Textiles Market Week®

Sat., January 30 – Thurs., February 4

Toy Show

Sun., February 14 – Wed., February 17

HTT Textile Market Kick-Off Party

Sun., March 7, 2010 from 6pm-8pm
Location: 230 Fifth Rooftop Restaurant
Business card is required for entry

NY Home Fashions Market

Monday, March 8 – Friday, March 12

NY Tabletop Show

Tuesday, April 13 – Friday, April 16

United Linens Inaugurates Showroom



Fruit Cocktail Tablecloth and Curtains
from United Linens

In September 2009, United Linens officially inaugurated their showroom and New York headquarter office in Suite 1101 at 230 Fifth Avenue.

United Linens, which has been in business for 13 years, is fully staffed with an in-house design and sales team. Selling primarily to discounters and budget stores, United Linens specializes in comforter sets with matching curtains, shower curtains, matching towel and rug sets, kitchen curtains with matching tablecloths and sheet sets. All products are manufactured in China and ship directly from their warehouse in Sayreville, New Jersey.

New products from their Fall 2009 line were introduced at the September NY Home Fashions Market. These include the tablecloth and curtains from their "Fruit Cocktail" line, shown above, and the bedding ensemble from their "Boston" line, shown below.

The "Fruit Cocktail" line is machine washable and comes with the option of an oblong or round tablecloth. The oblong tablecloth is available in 3 different sizes: 54"x72", 60"x84" and 70"x104". The round tablecloth is 70".

The "Boston" line consists of a 7 piece bed ensemble. It's offered complete with comforter, bolster, 2 shams, 2 euros and a bed skirt.

Other new product introductions include the Zodiac shower curtain and the Anabelle 7 piece bed ensemble, both machine washable and made of 100% polyester. Also new is the embroidered Greek Key 4 piece sheet set, made of 100% cotton and machine washable. It is offered in twin, full, queen and king size. The Greek Key sheet sets are available in six colors: white, natural, taupe, melon, cornsilk and leaf.

For more information about United Linens product lines or to schedule an appointment, contact Ezra Kadeh at (212) 563-4820



Boston Bedding Ensemble from United Linens

Maison Gatti Kid's Armchairs Receive Recognition

Maison Gatti, renowned for handmade French bistro chairs and located at Style by Annick Delorme in Suite 916, recently made the top vote on Elle Décor's April 2009 "Ten Cutest Children's Chairs" list for their kid's armchairs. The selection was made



Maison Gatti Kid's Chair from Style by Annick Delorme

by decorator Jeffrey Bilhuber. The Maison Gatti kid's armchairs, shown at right, were launched last year and have been quite successful. When referring to the Maison Gatti kid's armchair, Bilhuber stated, "This one gets my top vote. It's comfortable, and the color is great. Plus, the chair's water-resistant woven seat and back can be wiped down and scrubbed."

Due to this success, the armless kid's chairs, at left, have now been added to the collection, offering the same benefits as the armchair. These are available in 24 weaves, 27 colors and are made out of rattan and hand-woven Rilsan®, which is derived from castor oil plants, not plastic, thus making it eco-friendly as castor oil is a renewable resource.

For more information, call (212) 219-0447.



Maison Gatti Kid's Armchair featured in Elle Décor. Photo: William A. Boyd, Jr.

230 Fifth Avenue is Granted a Flagpole



230 Fifth Avenue was officially approved for the installation of a flagpole on July 8, 2009. The flagpole installation was completed on Monday, September 14, 2009.

Much of this was due to the efforts of the deceased William S. Perper, former tenant of 230 Fifth Avenue, who helped start the two year process. His involvement and guidance helped make this come to pass.

Due to the fact that the building hosts trade shows throughout the year, the pole will alternate between a 230 Fifth Avenue flag during trade show weeks and a U.S. flag during non-trade show days.

Note from the 230 Building Management

We hope that you enjoyed reading about our updates and new happenings at the 230 Fifth Avenue building.

Look for our next quarterly newsletter in Winter 2009.

Showrooms at 230 Share A Positive Outlook

Many businesses have been affected by the current recession leading them to either close or downsize. However, the tide appears to be changing due to the exceedingly positive feedback received from showrooms at 230 Fifth Avenue during the most recent market weeks.

From the traffic standpoint, buyer traffic during the August NY Gift Show and the September NY Home Fashions Market increased compared to that of the previous January and March markets. Many of the showrooms indicated that order writing was strong and that they had more walk-ins as well as scheduled appointments during these past two markets. Barry Samberg, President of Famous Home Fashions, Inc. points out, "We were excited to see a strong attendance of customers who were upbeat about the economy and their business improving in addition to the strong reaction to our new shower curtain coordinate introductions." Marlo Lorenz, Designer/Founder of THRO states, "People said business was good, and they wrote orders!"

Others mentioned that buyers were very responsive yet came in with a thought out buying plan. According to Susan Fiore, VP of Sales and Marketing at Microtex Corp., "Microtex had a great market week and we were very busy. Buyers are looking at value added goods at a sharper price point." John Azzolino, Managing Member of Direct Home Textiles Group states, "Retailers bought, committed and had a heightened awareness of what was working best for them. They also looked for ways to simplify their presentation at store merchandising level to get to the heart of product categories."