

230 Fifth Avenue

NEW YORK MARKETCENTER™

2011 TRADE SHOWS

Stationery Show

Sunday, May 15 - Wednesday, May 18

BookExpo America (BEA)

Tuesday, May 24 - Thursday, May 26

NY Gift Show & Home Textiles Market Week®

Sat., August 13 – Thurs., August 18

General Merchandise Show

Mon., September 12 - Wed., September 14

NY Home Fashions Market

Mon., September 19 – Fri., September 23

NY Tabletop Show

Tuesday, October 25 - Friday, October 28

The Clean Bedroom

The Clean Bedroom has opened up a new showroom here at 230 Fifth Avenue, in suite 1807. The Clean Bedroom is an independent retailer of the finest organic mattresses and bedding in the world. Founded in November 2004 by expert home furnishings marketers Theodore Duquette and Christine Chamberlin, The Clean Bedroom is now the premier online resource for organic bedding products and reliable industry information. Their focus is to help people make informed purchase decisions as they create a sustainable, green bedroom and organic nursery. Visit The Clean Bedroom at www.thecleanbedroom.com



trendex

Trendex is pleased to announce their new showroom at Suite 1002 in the 230 5th Avenue building. As a manufacturer and importer of high quality table linens and décor, they have provided fashion leadership around the world for more than 25 years. They are known for their trend forecasting and designs and operate 3 factories – Montreal, New York and Shanghai. As the manufacturer, they control the quality to provide not only beautiful, but durable, long lasting table linens. True to its name, Trendex has successfully predicted fashion trends in home furnishings for the past 25 years. They develop exclusive designs and colorations up to one and a half years in advance. This allows their customers to provide a unique, exciting and relevant offering to their consumer. Trendex has a style for everyone. Their products can be found in the US, Canada, Australia, the UAE, China, Central America and India. Their sophisticated color palettes and uniquely coordinated looks will set you apart from the crowd! No more boring basics - they will help you bring fashion to your tables with their extensive assortment of stylish cloths, runners, placemats, napkins, napkin rings and chair covers. They have customers all over the world, and understand the unique color and styling requirements for the various regions. They have a breadth of products that range from indoor/outdoor products to casual easy care goods and multi textured fabrics. Their products are also used commercially for a variety of hospitality events, including conventions, weddings, gala parties, private jets and executive boardrooms. Their extensive product offering and color choices make it simple to create coordinated lifestyle looks for those with discerning tastes.



Softline Expansion!

Softline Home Fashions, Inc. a leading distributor of ready-made curtains, decorative pillows, and fabric by the bolt completed their highly anticipated move to here at 230 Fifth Ave. The grand opening proved to be a success, coinciding with the prestigious NY Market Week. Since its opening, the showroom has been a prime point of interest for its vast customer base. The 3450 sq. ft. showroom has almost doubled in size to provide the space needed to display an upscale line of fine fabrics, panels, pillows, and new bedding that reflect Softline's fashion forward vision. Under the direction of co-founders Jason and Rodney Carr, the company continues to expand despite the difficult economy. The new location in the heart of Manhattan, provides breathtaking views of the New York skyline and an incredible environment to work in. The fabric experts are raising the industry's bar by traveling the world to find the finest fabrics and settling for nothing less than perfection in their vast inventory of tasteful textiles. As one of North America's premier leaders in the home textile industry, Softline Home Fashions, Inc. has been providing its customers with quality, elegant, and competitive products for 10 years. Their staunch belief in versatility coupled with a passion for texture, color, design, and impeccable attention to detail ensures customers of the finest quality fabrics anywhere. Visit Softline at www.softlineonline.com. Call 1 (800) 701-4220 or email info@softlineonline.com.



Redesigned Buyers Lounge

We are so excited here at 230 Fifth about the newly renovated Buyers Lounge. We're always committed here to having the best facilities possible. Now visitors will be able to enjoy this amenity during future market weeks and anytime they need a casual spot to work in. Our renovation consisted of all new finishes and details. We installed gorgeous tile flooring supplied by one of our own tenants Wayne Tile Imports. We also installed a fully functional kitchenette and bathroom. Now the Lounge can be rented out for business gatherings/meetings and small parties. Call us at our main office (212) 689-6303.



NOTE FROM THE 230 BUILDING MANAGEMENT

We hope that you enjoyed reading about our updates and new happenings at the 230 Fifth Avenue building. As the Marketing Director for our building I always encourage our showrooms to inform me of any great news and updates you may have. Contact me Matthew Aloisi at (212) 545-5226 MAloisi@230fifthave.com

Look for our next semiannual newsletter in Fall 2011.

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