

## INDUSTRY NEWS

# South Shore returns to High Point Market

## Takes showroom in C&D Building

**AT THE MARKET** — After a nine-year absence, Canadian ready-to-assemble resource South Shore Furniture is returning to the High Point Market this week with a new showroom on the seventh floor of the C&D Building.

The main reason for the move is the increasing importance of e-commerce, a channel South Shore has cultivated while showing at Las Vegas Market the past seven years, the company said.

"It was an important decision for us, but not an easy one," said Jean Laflamme, CEO of South

Shore. "High Point Market has seriously repositioned itself. E-commerce wasn't a big topic, given the reality of traditional brick-and-mortar retailers, when South Shore Furniture left in 2007. In the omnichannel Millennials era, where the consumer is in the driver's seat, now more than ever, traditional retailers are ready to integrate and consider the e-commerce reality more seriously. Our move to High Point means we are offering new, progressive solutions to the traditional retail business."

South Shore counts itself a key

supplier to major e-retailers and adapts its model to both global and smaller, specialized retail players, he said.

"We decided to focus more closely on the end consumer," Laflamme said. "We underwent a serious transformation. A better understanding of the Internet furniture and decor shopper, while focusing the whole organization on the end consumer, made us a more agile and knowledgeable consultant for our business partners. There's a transparency and speed to e-commerce that propelled us as a company."

South Shore has invested heavily in its new showroom, which reflects the company's concentration on e-commerce specialist.

Technology is an important part of the showroom and, since furniture icon Ikea recently launched its first



South Shore's Hopedale collection includes this entertainment wall.

virtual reality experience in the Kitchens category, South Shore is eager to share its own augmented reality experience with its partners.

South Shore said it is returning to High Point to discuss its model with a broader customer base.

Special offers are also available for designers visiting the showroom.

The company will offer more than 20 new, creative and affordable collections, ranging from the trendy Modern Farmhouse style to classic Coastal Chic.



The Massood family cuts the ribbon on their new Bassett Home Furnishings store in Livingston, N.J. Pictured are John Massood, left, Danielle Tkaczenco, Paul Massood, Jacqueline Massood, Diane Gajda, Matt Massood, Andrew Massood, Louis Massood and Mark Massood.

## Massoods open second Bassett retail store in N.J.

**LIVINGSTON, N.J.** — Members of the Massood family recently celebrated the opening of their second Bassett Home Furnishings store in Livingston, N.J.

The 11,000-sq.-ft. showroom is located at 464 W. Mount Pleasant Ave., on a busy intersection of Route 10. Among its features is a central HGTV Home Design Studio by Bassett.

"We chose the area because Bassett is a perfect fit for the local market clientele, with more than a dozen new retailers within a square block radius," said Diane Gajda, co-owner of the business.

"Early customer response has been very positive," she added. "The store has been very successful and well received by the consumers in the area."

While the showroom opened last year, the family only recently held a ribbon cutting ceremony, attended by the city's mayor and members of the Livingston-area Chamber of Commerce among others.

The family opened its first Bassett store in Brick, N.J., in 2004.



Inside the 11,000-sq.-ft. Bassett Home Furnishings in Livingston, N.J.

## Italian oak resource Conarte debuts

BY POWELL SLAUGHTER

**AT THE MARKET**— Conarte, an Italian manufacturer of solid oak case goods, makes its High Point Market debut this week as Conarte America in partnership with High Point-based Minick Wood Products, its exclusive distributor in the United States and Canada.

Conarte America by Minick Wood is showing at Minick's home warehouse in High Point, 827 W. Green Dr. Minick has converted the old factory building of Hayworth Roll & Panel into an industrial-atmosphere showroom.

Conarte manufactures its 100% solid oak goods, with woods sourced mostly from France, in Veneto, Italy. The line already has developed a higher-end clientele, particularly among designers, according to the company.

Laser technology on solid oak makes it appealing to those who



are interested in natural materials and unique designs. Some of the groups are copyright protected. Conarte already has a presence in European and Asian markets.

The company said a strong U.S. dollar encouraged Conarte's move to extend its reach stateside with a distribution partner. This week, Conarte America is showing dining collections in a traditional look, French country flavor, as well as many contemporary leaning items including dining tables, credenzas and coffee tables.



This is an example of Conarte America's dining offerings in solid oak.

Laser treatments reveal the grain of solid oak.

Minick Wood Products specializes in environmentally responsible solid wood furniture that avoids the use of formaldehyde. According to the company website, all furniture is boxed and shipped in strong cartons made from recycled materials.

## SFC to hold post-market webinar

**HIGH POINT** — The Sustainable Furnishings Council will host a 40-minute webinar on the day after the High Point Market concludes.

The "40 Products in 40 Minutes" webinar promises a "look at the best of High Point Market," offering a curated look

at the most eco-chic and healthy products the SFC Education Committee saw during the April 16-20 market. The webinar begins at noon on April 21.

The products will be selected by Jenna Pizzigatti, principal of Pizzigatti Designs; Jane Nichols, principal of Nichols INNteriors

and chair of the Home Furnishings & Interior Design program at High Point University; and Nonnie Preuss, general manager of Wellness Within Your Walls.

For more information or to register, visit <https://attendee.gotowebinar.com/register/4108010007562845698>.