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ACCLAIMED DESIGNER BRETT KLADNEY PREVIEWS CAPIZ COLLECTION

 GENIEMODE INTRODUCTION AT APRIL 2022 HIGH POINT MARKET

**High Point, NC** -- You might know Brett Kladney as a best-selling Pottery Barn product designer. You might also recognize him as a dinnerware and ceramics designer for Bergdorf Goodman, Henri Bendel, Barneys or Bloomingdale’s. Whatever the case, in the last two decades Kladney has had his hand in design-driven product development for some of the most fashion-forward retailers and e-tailers across the globe.

“After almost 20 years it was time for a change, so I left and started my own strategic design consulting company and have consulted for many of the largest and best manufacturers in the world,” says Kladney.

Enter Geniemode, a cutting-edge tech company that offers supply chain solutions and in doing so works with some of the finest production facilities in India, Southeast Asia and throughout the world. “I was contacted by Geniemode a few months ago to create CAPIZ by Geniemode, a home lifestyle brand that focuses on designing with their manufacturing partners’ core capabilities,” says Kladney, “We are creating simple, beautiful pieces at a great value – keeping in mind multi-functionality and adaptability for different aesthetics.”

The CAPIZ Collection features four subcollections. RUSTIC MODERN is a suburban lifestyle brand featuring neutral tones, uncomplicated lines and cozy, transitional looks. SHELTER is all about warm, cotton velvet textiles, darker woods and a dark charcoal colorway that has an edgier feel with patterns and textures inspired by the Ambar Fort in Jaipur, India. ORGANIC SANCTUARY relies on clay in a marbleized technique and a sun-washed palette with hints of jungle green and natural acacia wood. Lastly, HAVEN is a minimalist grouping of designs inspired by Denmark and Japan in both aesthetics and scale for a more urban lifestyle. “The collections are stand-alone but they also showcase our capabilities for other brands,” says Geniemode co-founder and CEO, Amit Sharma, “and we wanted to give our clients a visual. Explaining sourcing and supply chain is complicated, but when you can look at a piece from our collection and define its origins and design and know how it came to market, it’s a game changer.”

Kladney previewed the CAPIZ collection in April at the High Point Market. The entire collection

will include 300 products in furniture, lighting, decorative accessories, textiles, rugs and more. An additional collection, etc. is more price-point driven and available and warehoused in High Point. “With each of our collections we will stimulate all of your senses!” says Kladney.

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*Geniemode is a next-generation tech, sourcing and supply-chain company offering seamless management of manufacturing, warehousing and distribution. Geniemode builds one-stop online platform solutions for global retailers and brands. Founded in India in 2021 by Amit Sharma and Tanuj Gangwani, the company is transforming B2B cross-border e-commerce by providing access for international customers to supply reliably from India and Southeast Asia. Geniemode has offices in India, the UK and the USA.*