

## Time bound clearance of shipment of bone, horn, leather, MoP and traditional artware

EPCH in its endeavor to facilitate exports of handicrafts from the country has been regularly representing issues with the Customs Dept., Wildlife Dept., Archaeological Survey of India and other related departments. One such issue which required intervention of the highest authorities in the Government of India was clearance of items made of horn, bone, mother of pearl, leather handicrafts and traditional artware at various ports across the country.

Mr. Rakesh Kumar, Executive Director, EPCH, informed that in order to address the concerns raised by EPCH, Commissioner, Single Window Project, CBEC, convened and chaired a meeting on 14th November 2017 at New Delhi wherein officials from the Archaeological Survey of India (ASI), Wildlife Department, Ministry of Environment, Forests and Climate Change and Customs were present.

Mr. Kumar further informed that Commissioner Single Window Project, CBEC, acknowledged the fact that the handicraft sector is an employment generating sector engaging small artisans. It is important that shipments pertaining to items made of horn, bone, mother of pearl, leather and traditional artware needs to be cleared without delay. He further said that specific cases wherein the export consignments have been held up in particularly at Jodhpur, Mumbai, Kolkata and Chennai should be immediately brought to their notice so that facilitation at the ports can be arranged. It was decided that awareness programme will also be organised at Delhi and other craft clusters so as to educate the exporters on issues pertaining to shipment of items made of horn, bone, mother of pearl, leather and traditional artware. ■

## Consumer research highlights interest in sustainable home textiles

New consumer research from Oeko-Tex has found a surprising number of consumers are checking the sustainability claims on home textiles. About two-thirds of consumers check "eco-friendly" and "sustainable" claims on home textiles at least some of the time, according to "The Key to Confidence: Consumers and Textile Sustainability-Attitudes, Changing Behaviours, and Outlooks."



The report, commissioned by the Oeko-Tex Association to mark its 25th anniversary, found 23% of consumers who said they rarely check claims and just 13% who said they never do. The research was featured in a presentation at HTT's Material Changes conference earlier this month. Fielded in June and July, the survey polled consumers who had purchased either new clothing or home textiles three times in the past year. "The key lesson is consumers are aspiring to live a more sustainable lifestyle, whether for themselves and their families or for future generations," said Elana Page, Hohenstein Institute of America account executive, who presented the Oeko-Tex data. The survey found 56% of consumers expressing an interest in products that are certified as sustainable, though only 22% who said they'd purchased certified products. That could reflect a dearth of products advertising their sustainability on packaging and labels, Page noted. "Perception is very important," she noted. "When see a large gap like that, it represents opportunity." ■ *Source : Home Textiles Today*

## Nearly 40% shoppers expected to give the gift of an experience this holiday

Rather than filling stockings or wrapping packages, many holiday shoppers plan to purchase less tangible gifts this year. According to NPD's 2017 Holiday Purchase Intentions Survey, purchase intent is down across many general merchandise categories, but consumers place a high value on experiences – in their homes, when shopping, and as gifts. 39% of US consumers plan to purchase experiential gifts this holiday season, like wine tastings, concert tickets, and spa treatments. In addition to experiential gifts, subscription services are also on the radars of some consumers this year – 7% shoppers plan to purchase a subscription box or service as a gift this holiday season. Similar to the top experiences, food subscriptions top the list among consumers with an eye on these types of gifts, followed by beverages, electronics, health/fitness, fashion, and beauty/grooming subscriptions. The purchase intent for experiential gifts and subscription services this holiday season is strongest among Gen Z and Millennial holiday shoppers, as well as households with children, and annual incomes over \$75,000. ■ *Source : NPD*

## USA's ASTM committee tables changes to address more tip-over data

A committee on furniture safety that met here earlier in November tabled any major changes to the voluntary anti-tip standard ASTM F-2057 until it can work further with the US Consumer Product Safety Commission to study more comprehensive data on tip-over incidents that the agency is seeking on the issue.

Changes recommended by the CPSC in September 2016 including increasing the anti-tip test weight on clothing storage units from 50 to 60 pounds. The CPSC believes this would represent the 95th percentile of children up to age six and also address the effect of alternate flooring materials such as carpeting on tip over incidents. The voluntary standard ASTM F-2057 applies to clothing storage units such as chests, bureaus and dressers that are above 30 inches in height. It was recently updated (F-2057-17) with some new language and a new pictograph that illustrates the dangers of children climbing on clothing storage units.

As part of its own analysis of the need for any changes to the standard, the committee provided data it received from the CPSC this past spring that included both IDI (In-Depth Investigation) data and NEISS (National Electronic Injury Surveillance System) data relating to tip over incidents from 2005 and 2015. Based on graphs representing some 500 incidents during that period, including some fatalities but mostly injuries, the vast majority of tip-over incidents involved children between ages one-and-a-half and four years old. Around 9% of the injuries reported involved five and six year olds.

### ASTM mulls standards for bunk bed stair safety

A committee on bunk bed safety plans to address whether the industry needs a new standard regarding the safety of bunk bed staircase units, many of which feature steps that double as clothing storage units. The issue arose during a Nov. 8 meeting in High Point of the ASTM F-15 committee on bunk bed safety, which helps draft specific language used in voluntary safety standards. At present there appears to be no clear data from the US Consumer Product Safety Commission indicating that falls have occurring on bunk bed steps vs. bunk bed ladders.

However, some in the group believe it may be necessary to develop language in the standard that addresses the staircase units, most of which are attached to the unit during assembly. Part of the discussion focused on the space between the steps of the staircases, but the bigger issues appeared to be the placement of safety rails. The placement of drawers in the units is another potential concern as open drawers can trip a child going up or down the staircase in the middle of the night. Bill Perdue, vice president of regulatory affairs for the American Home Furnishings Alliance, and the chair of the F-15 committee said that when early bunk bed safety standards were created, back in the late 1980s, these types of units were not in the marketplace. Thus the current standard was not designed to address such units. But as they have grown in popularity over the past several years, he urged the group to consider the need for a standard for staircase units. However the issue raised some concerns among some members, who viewed the development of new standards for staircase units as a major issue for the industry. ■

## Target recalls 178,000 four-drawer dressers

Target has recalled 178,000 Room Essentials four-drawer chests in the US and Canada due to a potential tip-over hazard that can occur when the units are not anchored to the wall. The company has recalled 175,000 of the units in the US and another 3,000 sold in Canada.

Target has received 12 reports of the units tipping or collapsing, including incidents where the units tipped over on two three-year old children. No injuries have been reported. The recall involves the Room Essentials 4-Drawer dressers sold in three colours. The dressers measure 41 7/8 inches tall by 31 1/2 inches wide by 15 11/16 inches deep. Made in Denmark, the units were sold at Target stores nationwide in US and at [www.target.com](http://www.target.com) from January 2013 through April 2016 for about \$118.



The US Consumer Product Safety Commission has advised consumers to immediately stop using any recalled dresser not anchored to the wall and put in in an area that children cannot access. Consumers also have been advised to return the items to any Target store for a full refund.

In a statement Target spokesperson said that "Target is committed to providing high-quality and safe products for our guests." The company also is aiming to make the return process as simple as possible, noting that no receipt or proof of purchase is necessary to return a recalled Target-branded product to a Target store. ■  
*Source: Furniture Today*

## Global home décor market to garner US\$ 855,680 Mn by 2022

As per a research by Future Market Insights, the global home décor market is slated to touch a value of nearly US\$ 855,680 Mn in the year 2022 and grow at a robust CAGR. With the rising number of individuals owning homes, especially in developing countries, the home décor market with products like furniture, textiles and floor covering, is on a rise globally. Expansion of the real estate industry is a contributing factor in addition to globalisation, availability of variety in home decoration as well as rising spending power. The rise of the online retail segment offers a further fillip.

As per the forecast of Future Market Insights, the rugs segment is slated to touch a value of nearly US\$ 155,460 Mn in the year 2022. This segment is estimated to account for nearly one-fifth of the revenue share of the product type segment by the year 2017 end and is expected to gain in market share by the year 2022 end.

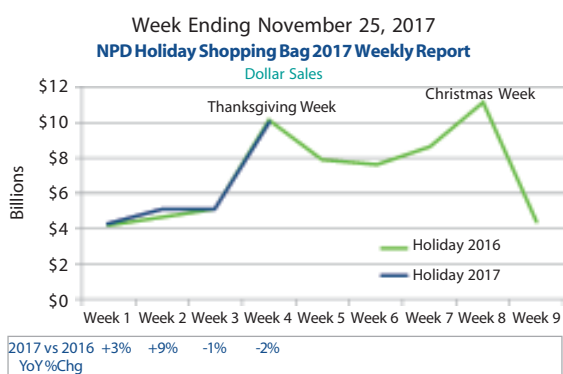
As per the forecast of Future Market Insights, the direct to consumer segment will reach a value of nearly US\$ 127,733 Mn in the year 2017. This represents a robust CAGR growth during the forecast period. The direct to consumer segment is estimated to account for more than one-fifth of the revenue share of the distribution channel segment in the year 2017 end and is expected to lose market share by the end of the year 2022. The indoor segment is slated to reach a value of nearly US\$ 560,205 Mn in 2022. It is expected to lose some market value by the end of the year 2022. The largest share is expected to be contributed by the APEJ region. The China home décor market to grow from US\$ 79,955 Mn in 2017 to US\$ 109,434 Mn in 2022. This represents a compound annual growth rate (CAGR) of 6.5% from 2017 to 2022. ■

Source: PR Newswire

## Crowded stores and more online buyers, but Thanksgiving Week spending falls short



US consumer spending did not match the reports of in-store crowds on Thanksgiving and Black Friday weekend this year and, according to NPD's Checkout e-commerce information, significant increases in online buyer activity translated into mediocre spending increases on the key days. Declines over the past two weeks have dulled the season's early lead over Holiday 2016 –



Information is collected from a panel of leading retailers that provide weekly point-of-sale data covering in-store and online sales of Apparel, Toys, Technology, Athletic Footwear, Prestige Beauty (Fragrance, Makeup, Skincare), Small Home Appliances, and office Supplies.  
Note: Shifts may occur from week to week in reporting results, due to retailer reporting updates.

were the leaders in this week, each with double-digit dollar gains. Among top performing categories were: Home Automation (driven by Security & Monitoring); Kitchen Appliances (driven by Cookers); Digital Media Speakers (driven by Streaming Audio Speakers); PCs (driven by Notebook Computers); and Home Environment Appliances (driven by Specialty Cleaning/Robotic Vacuums). "Once again we see practical gifting, and self-gifting, take center stage through Black Friday weekend," said NPD's Chief Industry Advisor, Marshal Cohen. "Consumers seem to have stored up their own home and beauty product needs in order to take advantage of great prices."

NPD's Checkout information shows that the number of online buyers increased by more than 30 percent on Thanksgiving, Black Friday, and the Saturday after, in comparison to the same days in 2016, but only the Saturday after Black Friday saw the average e-commerce basket size increase more than 2 percent. "The increase in shopping traffic didn't result in more spending, so this holiday season has some catching up to do," added Cohen. "With just three weeks left in the season retailers will be soon pressed into pulling out all the stops with store wide sales, in hopes of capturing more impulse purchases that will help to propel sales." ■ Source: NPD



## Aussie online shoppers spending the most on gifts

It has been a great year for online retailers, with Australians rapidly embracing the ease and convenience of online shopping, spending more in one transaction and purchasing more frequently in 2017 than ever before. According to a report by retail management platform Neto, on the changing face of retail in Australia, the average online 'basket value' in 2017 increased by 16 per cent. "Constantly acquiring customers is costly, but maximising basket value and in many cases multiplying the profit margin on every sales transaction, is a smart strategy retailers can implement," explains Ryan Murtagh, CEO and founder of Neto.



The average basket size of homewares and furniture online purchases grew by 12 per cent in 2017 to \$178, while the average basket size for gifts grew to \$127.78, up 13 per cent. Women buy gifts online more than men. Gifting was the highest performing of all sectors by monthly sales figures.

However, this doesn't spell the demise of the bricks and mortar retail store. Indeed, 64 per cent of shoppers say they will search for products online after having seen them in-store, and 46 per cent expect retailers to be able to check the availability of stock online and then to purchase it, while at the counter, if they can't find it in-store. As a result, integrated technology across all channels that can manage stock and inventory in real time is absolutely critical.

Today's hyper-connected consumers research, try, buy and return products via mobile devices. They shop in-store, use a mobile phone to compare products online, have questions answered by a virtual sales assistant or a chatbot, and can purchase a competitor product before leaving a physical store.

Ease and convenience remain the top priorities for consumers' shopping experiences, and consequently so does an efficient fulfilment, shipping and returns process. The vast majority, 84 per cent of consumers still prefer to receive their goods at home. Australians are also embracing new 'Buy Now, Pay Later' payment methods with transactions increasing by 147 per cent in 2017 and accounting for 3.22 per cent of the total transaction value.

The toys and hobbies industry has shifted largely to ecommerce retailers with a 39 per cent increase in spending online from \$82.17 to \$136.41 per transaction. Buy Now, Pay Later methods for toys and sales also rose by 12 per cent over the year. 22 per cent of shoppers said toys were their most frequent purchase." ■ Source: Giftguide Australia

## Pantone's Colour of the Year 2018 announced

A dramatically provocative and thoughtful purple shade, PANTONE 18-3838 Ultra Violet communicates originality, ingenuity and visionary thinking that points us toward the future.



Complex and contemplative, Ultra Violet suggests the mysteries of the cosmos, the intrigue of what lies ahead and the discoveries beyond where we are now. The vast and limitless night sky is symbolic of what is possible and continues to inspire the desire to pursue a world beyond our own. Enigmatic purples have also long been symbolic of counterculture, unconventionality and artistic brilliance. Musical icons Prince, David Bowie and Jimi Hendrix brought shades of Ultra Violet to the forefront of western pop culture as personal expressions of individuality. Nuanced and full of emotion, the depth of PANTONE 18-3838 Ultra Violet symbolises experimentation and non-conformity, spurring individuals to imagine their unique mark on the world and push boundaries through creative outlets.

Historically, there has been a mystical or spiritual quality attached to Ultra Violet. The colour is often associated with mindfulness practices, which offer a higher ground to those seeking refuge from today's over-stimulated world. The use of purple-toned lighting in meditation spaces and other gathering places energises the communities that gather there and inspire connection. The Colour of the Year is one moment in time that provides strategic direction for the world of trend and design, reflecting the Pantone Color Institute's year-round work doing the same for designers and brands. ■ Source: GDA