

Living Textiles enters U.S. market

AUSTRALIAN COMPANY, Living Textiles is making its U.S. debut at the ABC Kids Expo.

The company manufactures bedding, bath items, sleeping bags, mattress protectors, apparel, decor, gifts and wraps for newborn through 6-year-olds. Products will be distributed through mass merchants as well as specialty stores, and are in the mid- to high-price range. For example, a four-piece bedding set retails for \$189.

"We've been a steady player in Australia, New Zealand and the UK market," said Harold Lee, president. They also distribute in South Korea, Singapore and Hong Kong.

"We had placement with a lot of major U.S. retailers prior to the show," he said. "Our background work for the last year and a half is paying off."

Lee's parents founded the

company in 1963 as a fabrics supplier, and later textiles.

"I joined them in 1988, and saw a market niche for well-designed textiles," he said. "We released our first ranges in department stores in Australia, concentrating on baby and kids products. We're very hands-on; it's all done under one roof - from design to manufacturing to

distribution."

Living Textiles began international distribution, and has opened more manufacturing facilities.

"This is the last biggest market to address," Lee said of the United States. "As a company we're ready. We feel like the American market is a very demanding market."



Bella Butterfly is a full line of nursery products from Australia's Living Textiles, which has come to the United States, 949-413-8800, livingtextilesUSA.com.