



« [Back](#) | [Print](#)

## **Genevieve Gorder to champion Springmaid brand**

*By Staff -- Home Textiles Today, 9/16/2008 2:04:00 PM*



At the New York Market – **Springs** today announced it has signed an agreement with designer and television personality Genevieve Gorder for a licensed bedding collection under the company's re-launched Springmaid brand.

Gorder, a fixture for several years on TLC's "Trading Spaces," will debut a new television show "Dear Genevieve," on HGTV on Jan. 5, 2009. A graphic design graduate of Manhattan's School of Visual Arts, Gorder also runs her own design business, gg Studios. "I'm actually a real designer – not just one on TV," she joked this morning at a press conference to announce the deal.

Gorder's collection is just one component of the broader relaunch taking place this week with the goal of reviving Springmaid – ahead of its 80th anniversary next year – as a national brand that crosses multiple retail channels.

Packaging, colorways and design details will vary by channel, while supporting the consistency of the brand message. Based on extensive consumer research, Springs is positioning the brand for a married woman with kids, 25-49, who lives to entertain and decorate. She spends an average of \$800 annually on bed and bath; the national average is \$350, according to Springs.

The brand positioning is "trustworthy, familiar, pure and simple," and the design direction is "clean, simple, democratic, understandable," according to Edward Cardimona, chief global creative officer.

« [Back](#) | [Print](#)

?2008, Reed Business Information, a division of Reed Elsevier Inc. All Rights Reserved.



Advertisement

