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Headline News

09/17/08

Springs Teams With TV Host Gorder on Bedding Line

NEW YORK—Springs Global has signed an agreement with designer and television host Genevieve Gorder for a licensed bedding collection coinciding with the launch of the Springmaid brand this week during the New York Home Fashions Market.

The initial grouping of Genevieve Gorder by Springmaid encompasses four bed ensembles, all of which draw from Gorder’s design orientation, which she described at an event introducing the collection as “simple, warm and focused on the concept that less is more.” Each ensemble includes a comforter, sheets, a coverlet, Euro shams, decorative pillows and throws.

Also part of the collection is a coordinated group of bath accessories, including toothbrush holders, soap trays, covered jars and water pitchers. The collection will launch at retail in spring 2009. Pricing for the collection has yet to be determined, according to Leslie Gillock, Springs Global’s vice president of brand management.

Gorder, who was featured on the TLC program “Trading Spaces,” will debut a new show on HGTV in January, titled “Dear Genevieve.”



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