

New AICO program offers coordinating rugs

LAS VEGAS — Case goods and upholstery importer AICO is extending its product offerings with the debut here of a decorative rug program.

The program, which includes 10 collections, features hand-made rugs from India and China.

Each collection has been designed to coordinate with a number of AICO's current

groupings of case goods and upholstery in core categories including bedroom, dining, home office and commercial office.

"Many of our furniture pieces are unique, both in terms of design and scale," said AICO CEO Michael Amini. "With the debut of this rug program, we can give dealers an opportunity to help their

customers coordinate perfectly matched rooms while creating add-on sales."

Dealers shopping the AICO showroom here during the Las Vegas Market will get to preview the rugs, made from a blend of wool and silk. The company is showing here in the World Market Center, A-854.

Amini said the rugs, which

feature classic, traditional and transitional styles, are scheduled to ship 90 to 120 days after the Vegas market.

"This program marks the first effort from us in terms of offering our dealers accessory items," Amini said. "My vision is to make AICO a one-stop shop for retailers, and this is an important first step in making that a reality."

Although pricing was being finalized at press time, Amini said he intended for the new rugs to be competitively priced with those of full-line rug retailers.

"With this launch, we've given dealers the opportunity to have another ticket while making it easier for the consumer to buy accessories," he said.

— Ray Allegrezza

AICO's WMC showroom boasts 22-seat movie theater

LAS VEGAS — After wowing buyers at the inaugural market here with a showroom replete with a neon-lit tunnel, music and an interactive waterfall, AICO CEO Michael Amini is literally playing to his audience this week in his redesigned showroom, which boasts a 22-seat theater.

According to Amini, the theater is previewing "Grand Tour," a movie produced by AICO that pays tribute to a number of great cities of Europe that helped inspire the company's introductions at this market.

Those new collections include Palais Royale, reminiscent of classic French rococo styling; a classic Biedermeier collection named Vienna; the Savoy collection, evoking the feelings of the French countryside; and a new look for AICO's successful Venetian collection with a finish called Starry Night.

Continuing with the theme, AICO has just published a coffee table book, also called "Grand Tour." The profusely illustrated book is an exploration of the various cultures and art forms that have influenced Michael Amini's designs.

"We are so proud of our redesigned showroom and the theater that we are opening our doors to everyone at market to come in and enjoy the show," Amini said. The company is in the World Market Center, A-854.

In addition to a book signing, he said, the company also has a grand-prize trip giveaway and "other surprises."

Crafted of select, solid hardwoods, Bulova's distinguished Floor Clock collection offers an array of elegant touches, including meticulously hand-rubbed finishes, intricate inlays, hand-carved detailing and polished brass accents. Available with a variety of finishes and options, all of these heirloom-quality masterworks feature quarter-hour strikes, automatic night silencers and the highest quality single- or triple-chime melody movements. The elaborately classical Shelbourne (featured, in Harvest finish) is one of thirty-six styles now available in the U.S., Canada and Mexico. Suggested retail prices range from \$2,655 to \$9,810. Style: G0997

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