

## Lifetime Brands Targets the Millennial Consumer

### – Farberware® Colourworks® & Reo™ Brands Provide Solutions Retailers Seek –

Chicago, March 2015 – Lifetime Brands, Inc., a leading global provider of kitchenware, tableware and other products used in the home., is launching Farberware® Colourworks® in the United States, and expanding its global Reo™ collection, providing two branded solutions for retailers who want to reach the Millennial consumer in the kitchenware category.

Farberware® Colourworks® is a comprehensive line of high-design, high-function kitchen tools and gadgets, cutlery, and pantryware. This attractive and affordable collection includes various innovative products, many patented, coupled with vibrant colors and contemporary styling.



Reo™, an innovative line of kitchenware, cutlery, and cookware from Lifetime Brands, provides simple and functional solutions for food preparation. With sleek designs, unique products, trend-right colors, and attractive patterns, Reo™ kitchen tools help make cooking fun.

According to Dan Siegel, President, Lifetime Brands, Inc., “The Millennial consumer loves to cook and seeks out products that are as visually engaging as they are functional. At Lifetime Brands, we recognize the importance of this audience, and are offering retailers two distinct solutions for targeting Millennials with our Farberware® Colourworks® and Reo™ brands. Both brands offer an assortment of colorful, intelligently-designed products, coupled with eye-catching in-store displays and aggressive promotional programs that can help increase sales among all segments of the population.”

Tom Mirabile, SVP Global Trend & Design, Lifetime Brands, Inc. stated, “Housewares products are becoming more important to Millennials not only for personal use, but also as giftable items, due to the high design aesthetic. They love products that allow them to express themselves, and they also seek out products that enable them to prepare a wide variety of foods. The Millennial aesthetic is being adopted by all generations, so it’s more important than ever for retailers to carry products that appeal to this demographic.”

To learn more about how Lifetime Brands can help retailers target the Millennial consumer, call 1-800-252-3390 to speak with a sales representative.

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™ and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company website is [www.lifetimebrands.com](http://www.lifetimebrands.com)

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