

## Lifetime Brands Introduces Farberware® Collection — On-Trend Style, Function, and Innovation for the Kitchen —

*Chicago, March 2018* – Lifetime Brands introduces **Farberware Collection**, a new sub-brand featuring a curated assortment of kitchen tools, gadgets, cutlery, cutting boards, and pantryware. Farberware Collection offers style and best-in-class design coupled with trend-right materials, colors, and finishes, from a brand consumers know and trust. Farberware is the #1 selling cutlery brand in the U.S.\*

When you look across social media, mass media, and entertainment, it's clear that home style is of paramount importance to consumers. This trend has created expansive new growth in Housewares through the development and evolution of brands with a commitment to trend-right products.



According to Tom Mirabile, SVP Global Trend and Design, Lifetime Brands, Inc,

“One of the greatest opportunities in the marketplace right now, regardless of generation, is the consumers’ desire for functional objects that have decorative and design appeal. The American kitchen has seen a great revolution over the last decade, moving from a predominately functional space to a social space. We don't just prepare food in our kitchens, we spend more time there entertaining and making memories with family and friends. This has raised the bar on design expectations in Housewares; the industry now needs to deliver on both fashion and function.”

“Consumers are looking for ways to express individuality throughout the home. We are spending more time in the kitchen and want to be surrounded by objects that reflect our personal style,” Mirabile continues. “We saw a void in the marketplace for products that are both attractive and functional, so we created Farberware Collection to give consumers design and style that’s aligned with today’s home trends. This sub-brand will evolve with those trends, as well as the needs and tastes of the consumer, providing the tools they need to create personal style statements in the kitchen.”

“Farberware Collection offers an opportunity for retailers to create curated displays that show shoppers an in-store presentation of a cross-category product assortment that speaks to the way people want to shop,” Mirabile says. “Consumers live with kitchenware objects side by side in a unified space, so it’s easier for them to envision these products in their home when they are displayed together at retail.”

Farberware Collection is launching at the International Home + Housewares Show. The debut product assortment embraces the consumers’ passion for a new ‘soft contemporary’ aesthetic. It is focused on versatility with clean lines, mixed materials and a nature-inspired color palette. The collection includes products with ‘prep to serve’ versatility and multi-functional capabilities, helping today’s consumer do more with less.

###



\* Source: The NPD Group, Inc./Retail Tracking Service. 52 weeks ending January 2018.