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J ROSENTHAL & SON

## *Welcome to the second J Rosenthal & Son newsletter of 2017*

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With 2017 already half a year old, I think it's safe to say that we are working through interesting times. But although the theme of the year seems to have been 'expect the unexpected', I'm pleased to say that one thing we've been able to rely on here at J Rosenthal & Son is that things remain busy!

Last month we held our annual Open Showroom event in our newly renovated showroom, it was a great success and we were delighted to welcome some of the biggest names in retail.

We showcased our new AW17 collection which is the biggest we have ever launched. We received fantastic feedback, but a personal highlight for me is the new focus of the Appletree brand. It has been within the Rosenthal portfolio for many years and has continued to rise in popularity within the independent retail sector.

As a result of this continuing success, we have been able to invest significantly in rebranding Appletree, developing beautiful new packaging and repositioning it as a complete collection featuring co-ordinated throws and cushions as well as bedding.

Racing Green is also powering ahead, and you can read about how the brand is continuing to thrive later in this newsletter.

I was also very proud to reveal the new collection of curtains within our Curtina range – a complete market offering that provides an exciting proposition for our retail customers.

It is hard to believe it is already mid-summer. As I write, we have just experienced both the longest and the hottest day of the year, but as our customers know, that means we are all now firmly thinking about Christmas! This collection is now available for you to pre-order.

As ever, I hope you enjoy reading our latest news and views, and please drop us a line with any comments or other feedback you may wish to share.

[salesadmin@jrosenthal.co.uk](mailto:salesadmin@jrosenthal.co.uk) / 0161 723 0505

*Steve Potter*

Steve Potter, Commercial Director



# APPLETREE

NEW  
Look



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Not only do the items in the Appletree range look and feel great, they also benefit from contemporary new branding and packaging design, to ensure they get the showcase they deserve.

A stylish look book, engaging social posts and POS designed to catch the eye will ensure those with a passion for contemporary interior styles will love Appletree.



APPLETREE

*We are delighted to announce our brand new reinvigorated Appletree range of beautiful bedding and accessories.*

Inspired by everything from the British countryside to the Far East, traditional patchworks to Scandinavian styling - the new collection features stunning elements that work together to create complete, co-ordinated looks.

Taking a lead from the trends and textures that are defining today's fashionable interiors, the Appletree range is set to continue giving those with an eye for design something special to select.





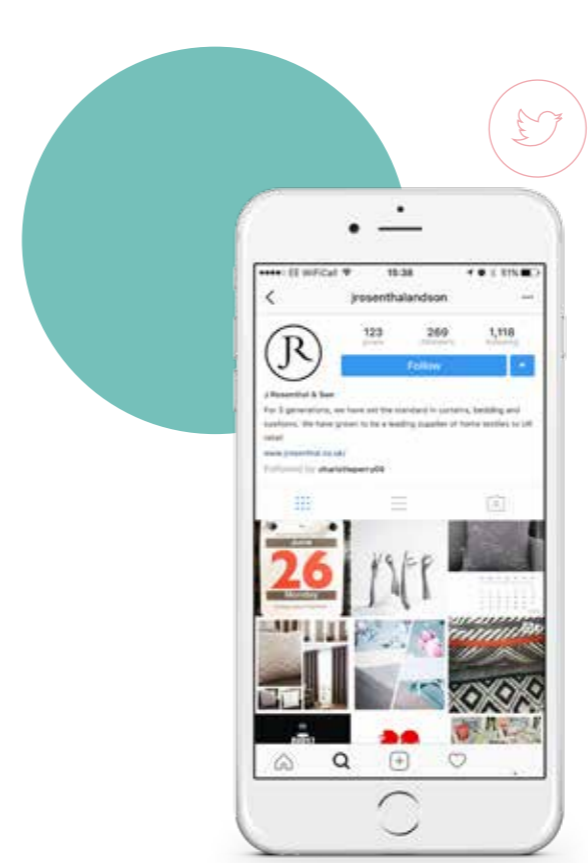
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## SOCIAL CLIMBERS

We have previously announced that we will support our customers by offering imagery for social media. We are delighted to support the AW17 collection with imagery and content to help tell the brand stories.

Our Racing Green and Appletree content is available for you to use to promote products on social channels. Whichever social media networks you use, we can offer high-quality images and supporting descriptions if required.

To find out more about our support for your social media campaigns just email [dianet@jrosenthal.co.uk](mailto:dianet@jrosenthal.co.uk). We can answer your questions or simply send you the content you need.

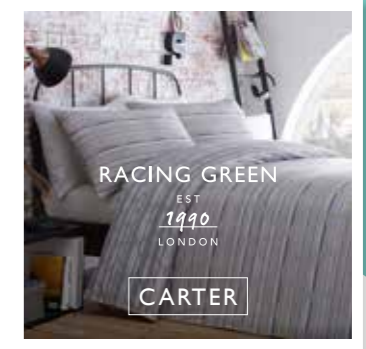


## RACING AHEAD

These are exciting times for Racing Green, with big investment and high profile brand activities. The brand has recently announced a new ambassador, Ben Fogle. This popular celebrity provides great endorsement. He recently attended a press launch at Cliveden House in Berkshire, and was seen to enjoy a vintage car experience. The marriage of countryside heritage with vintage vehicles creates the perfect backdrop for the Racing Green brand image.

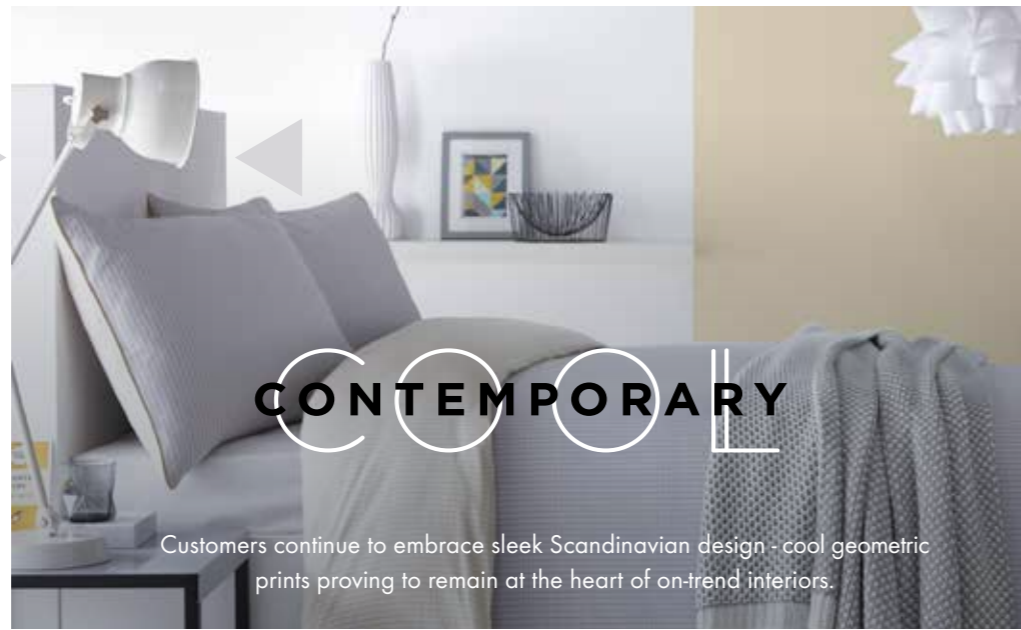
Our collection offers customers the chance to live this lifestyle indoors, with high quality bedding that encapsulates all that's best about this classically British brand.

For those wishing to offer this fantastic range we have developed supporting marketing materials including instore POS and imagery for social media.



# TREND UPDATES 2017

*The newest industry trends for 2017*



## CONTEMPORARY

Customers continue to embrace sleek Scandinavian design - cool geometric prints proving to remain at the heart of on-trend interiors.



## BOTANICAL BRILLIANCE

The natural world continues to be a strong influence on trends and fashions, with beautiful botanical motifs and tropical themes in vibrant greens and shimmering blues. This nod to nature has been a key interior fashion for some time, and the popularity of flowers, leaves and grasses shows no sign of fading.



### *A feel for texture*

Textures are where it's at this year, with glorious knitted fabrics and sumptuous velvets earning all the attention.

Our collections feature a wide range of beautifully textured on-trend items that tempt everyone to reach out and feel the quality.



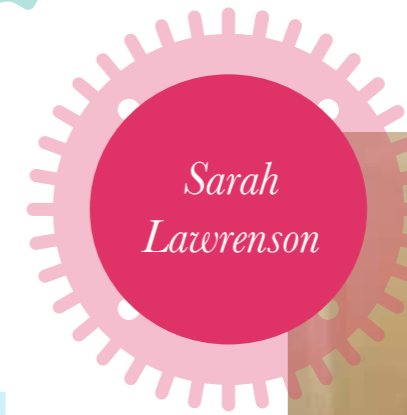
### *A delicate touch*

While bold colours are currently popular across our collections, we also have plenty of time for delicate pastel shades. Duck egg blues and pretty pinks are still favourites for 2017.



## POWERED BY THE PEOPLE

*Introducing Sarah Lawrenson, Buying and Supply Chain Director*



### INTRODUCE YOURSELF IN LESS THAN FIFTEEN WORDS...

Reliable. Equally at home in a boardroom, holistic retreat, music festival, or trendy London hotel.



### HOW LONG HAVE YOU WORKED FOR J ROSENTHAL & SON?

5 months



### WHAT MAKES YOU PROUD?

My family



### WHAT MAKES YOU WEEP?

Seeing anyone smoking nearby children



### WHAT ATTRACTED YOU TO J ROSENTHAL & SON?

The people I met during the recruitment process.

Also, the company has a long heritage and expertise that's second to none within its field and I respect that greatly.



### WHAT HAS BEEN YOUR GREATEST SUCCESS HERE?

Too early to tell!



### WHAT UNIQUE QUALITIES DO YOU BRING TO THE TEAM?

I have worked across many different areas within brand and product building for some of the world's leading clothing brands, from Design to Buying and Marketing. I understand how the different functions within an organisation can work together to achieve great success



### WHAT ARE YOU MOST EXCITED ABOUT IN 2017?

We are working on some very exciting new projects for our future collections and will be supporting these for the first time with new trade and consumer marketing activity.



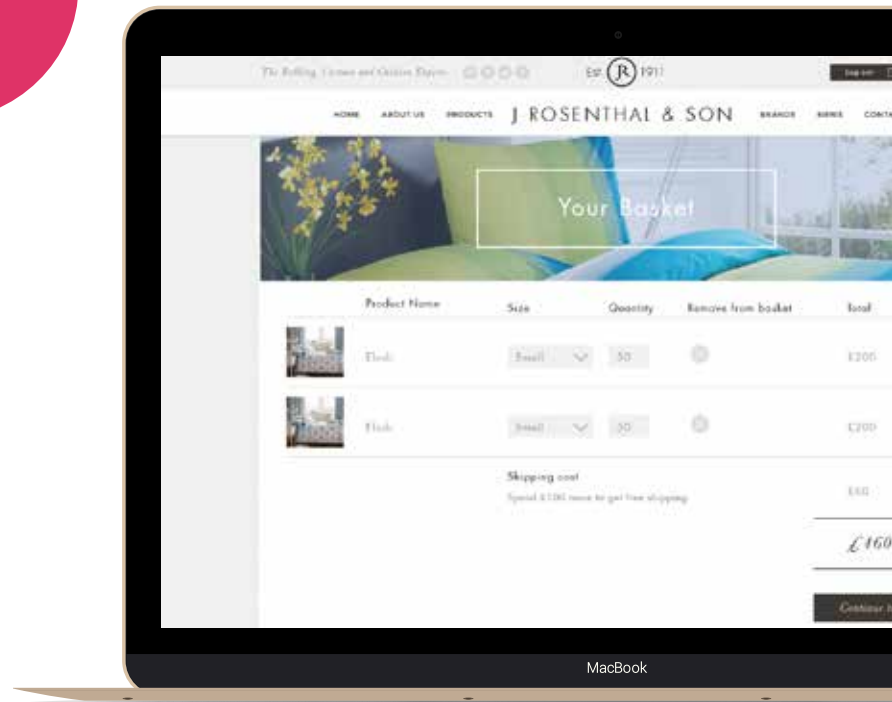
**NOW  
LIVE!**

## POWER UP WITH OUR NEW PORTAL

Key to our commitment to the future has been the launch of our new online ordering portal. We hope you have found it easy and intuitive to use, as it is designed to improve efficiency all round.

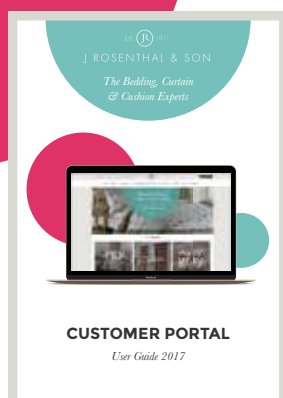
We have been delighted with the positive feedback we have received since it went live, and we are pleased to know our customers are enjoying the many benefits it brings.

Making life more streamlined and simple is our aim, and we are ready to support you should you need it. So please don't hesitate to get in touch if you have any queries about the ordering portal.



**NOW AVAILABLE**

*Ask about our portal  
instruction user guide*



## BENEFITS



*Up to the minute stock updates*



*Latest price information and offers*



*Freedom to place orders at a time that suits*



*Simple sign up and easy sign in*



*Simple effective product search*



*Online ordering*



*Supply product and care information*



*Filter addresses*



*Get in touch*