

FLOOR COVERING

EMMA GARDNER DESIGN has signed a deal with Product Lounge, a branding, merchandising and licensing agency, to assist the firm in developing product licensing opportunities in the contract, hospitality and consumer home markets with products that complement its existing lines of rugs, throws and pillows.



Emma Gardner

"The retail, contract and hospitality markets have demanded more of us, and we believe licensing programs strategically executed are the best way to maintain high quality production and coherent distribution that will meet this demand," said Patrick McDarragh, president of Emma Gardner Design. Consumer prod-

uct categories will include bedding, bath and tabletop designed to target high-end department and specialty stores. Licensed products for the contract and hospitality market will be design-driven, and will include carpeting, fabric, wallpaper and furniture. Emma Gardner, chief designer for Emma Gardner Design, will lead the creative development for all products, which will be based on her trademark style.