

## Lava Lite Brightens Lamp Line With New Colors, Designs

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ELK GROVE VILLAGE, IL— Lava Lite is approaching 2016 with fresh colors and designs, bigger lamps and expanding its lighting segment products.

“We have developed cool new finishes and painting techniques. In our Classic Motion collection, we have developed new color combinations based on Pantone trends,” Jennifer Courington, vp/marketing and new product development, Lava Lite, told HOMEWORLD BUSINESS®.

New colors in the lamp line include Marsala, Mandarin Red, Dewberry, Carmelita, Antique Moss, Hot Pink, Viridis, Jade Lime, Meadow, Dark Forest, Green-Blue Slate, Bright Cobalt, Silver, Canary Yellow and Nirvana.

In the Colormax line, another way Lava delivers hue is by floating white wax inside a tri-hued globe. In three new lamps, the white wax appears to change colors as it circulates between a cap and base fitted out with colorful decals. SRP is \$19.99.

Lava is also emphasizing glitter lamps for 2016. A 14.5-inch lamp, suggested retail price \$19.99, offers a hand painted glass globe that turns the sparkles into different hues as they circulate.

A Glittermax 14.5-inch lamp in scarlet and blue tones includes glitter in the globe but also sprinkled about the base and cap, ensuring the lamps are glammed up. “It’s really cool, very

sparkly,” Courington said.

In multiple colors, new frosted lamps feature hand etching on the globes in patterns reflected within. Pairings include a heart-shaped etched pattern with heart-shaped glitter beneath, as well as a star-shaped etched pattern with star-shaped glitter beneath and a bubble pattern with classic wax beneath. SRP is \$19.99.

A new and customizable entry is the Chalkboard lamp. With multicolored globes, the new item has a black base and cap that act as a chalkboard for users to create their own graphics, designs and messages. SRP is \$19.99.

Lava is launching three new lamp colors in metallic tones, featuring cap-and-base finishes in gold, pink and blue. SRPs are \$19.99.

The company is also testing seasonal themes with a Halloween lamp. The globe features an etched glass spider web pattern. A plastic spider accessory attached to the lamp incorporates a sound chip and a motion sensor. When someone approaches, the chip responds with a witch’s cackle and the spider lights up in red LED illumination. SRP \$24.99.

Another new initiative for Lava is the introduction of an intermediary size between the standard 14.5-inch and larger 18.5-inch lamps.

“The 17-inch line is a big deal for us,” Courington said. “We’re going to start going after department stores now that we have this bigger size.”

The new 17-inch range include a Classic Motion lamp, in two colors, Hot Pink and Bright Cobalt, both at a \$24.99 SRP. Lava also developed a 17-inch lamp in the glitter collection with rainbow sparkles, SRP \$29.99.

The 17-inch lamp Lava has slated for the department store channel, also at a \$29.99 SRP, has decals on cap and base depicting wine corks or stamps. The two lamps come in special rectangular packages, in contrast with Lava’s traditional tube.

In the 18.5-inch line, Lava

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**New lamps from Lava Lite include the Glittermax, 17-inch sizes, Colormax, Halloween and Chalkboard designs.**



Chuck Williams, founder of Williams-Sonoma.

### IN MEMORIAM

## Chuck Williams: Celebrating 100 Years Of Good Taste

SAN FRANCISCO— Chuck Williams, founder of Williams-Sonoma, and a retail and culinary icon who ignited America’s passion for cooking and desire for high quality cookware, passed away on December 5. He was 100.

“Chuck taught us that when we open our doors to a customer, we welcome a friend into our home,” said Laura Alber, president and CEO of Williams-Sonoma. “He had impeccable taste, unique insight for selecting the right products at the right time, and the highest standard of customer service. Most of all, Chuck was our mentor and our friend. We will miss him dearly.”

Inspired by a trip to Paris, Williams opened the first Williams-Sonoma store in Northern California in the 1950s. As of 2015, the company has grown to more than 250 Williams-Sonoma locations throughout the U.S. and Puerto Rico. Williams never retired, continuing to edit cookbooks, provide input on merchandise strategies, and make public appearances well into his nineties. His influence continues to be felt throughout the housewares industry.

Williams-Sonoma recently celebrated Williams’ 100th birthday, with the unveiling of a limited edition Chuck Williams “Signature Collection” of his favorite products along with a new cookbook, “Cooking at Home,” that celebrates his legacy with more than 1,000 recipes from its award-winning cookbook library.

Frank Brady, a columnist with

*Gourmet Insider*, sister publication to HOMEWORLD BUSINESS®, paid tribute to Williams in their July-August 2015 issue. Below is an excerpt from Brady’s story:

The year was 1976 and there was a sense of patriotism and American pride that was sweeping the country, being led by the big Bicentennial celebrations.

Opportunity was everywhere. About 60 miles north of San Francisco, in Sonoma, a man had a big idea to bring to the world. He had refined his ideas from 1958 when his store first opened, right off the Square in Sonoma, and transitioned from being a humble hardware store selling hammers, ladders and screws into a kitchen emporium selling the finest French cookware and German cutlery.

It took 18 years, but he was finally ready to make his move from the sleepy Wine Country town to San Francisco, which was just starting to be recognized as the up-and-coming capital of good food and great dining.

Once, Lorraine, my wife, asked me, “Who has been the most interesting person you have met on all your travels to date?” I told her that of all the people I had met, there was one man that stood out that I would have to classify as exceptional and he was not at all what I had been looking for on my trip of discovery. He was a man of slight build, was about 60 years of age, extremely soft spoken and didn’t appear to be able to muster a loud roar if his

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