

Martha Stewart designs new bridal, tabletop line for Waterford

by Bend Weekly News Sources

Waterford Wedgwood USA, Inc. and Martha Stewart Living Omnimedia, Inc. will collaborate to develop a new bridal and tabletop line. The line will be available in early 2008 exclusively at Macy's in the United States, and through macys.com, as part of the Martha Stewart Collection assortment of products, the three companies announced Monday.

Martha Stewart design teams will oversee and direct the creation of this upscale tabletop and giftware line, which will include casual and formal giftware, as well as stemware and flatware. Waterford Wedgwood, the largest tabletop manufacturer worldwide, will be responsible for manufacturing and distribution. Wedgwood will distribute the new line internationally.

Lou Scala, Chief Marketing and Brand Officer for Wedgwood, called the collaboration on the new bridal and tabletop line "the perfect marriage of Wedgwood's history and expertise, the prestige and quality inherent in both the Wedgwood and Martha Stewart brands and the importance of Macy's as a retail destination."

Robin Marino, President of Merchandising for Martha Stewart Living Omnimedia, said, "Martha Stewart is a trusted source of inspiration and information for millions of brides and grooms who are planning their celebrations and lives together. We are very pleased to partner with Wedgwood, a legendary innovator, and with Macy's, to enter the luxury lifestyle market with a beautifully-designed and distinctive bridal and tabletop line available exclusively at Macy's nationwide. Wedgwood will be a strong ambassador and distributor for international markets."

"As a truly national company, with over 800 stores, Macy's is the perfect retail outlet for this new collaboration between Wedgwood and Martha Stewart Living Omnimedia, Inc.," stated Tim Adams, Chairman and CEO, Macy's Home division. "We look forward to this addition to our exclusive Martha Stewart Collection."

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