

## A Gift Fair Debut

# Sorella Home Joins Tabletop Scene With European Collections

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NEW YORK – Sorella Home, a new tabletop company focused on presenting European artisanship in ceramics and glassware, will have its hard launch at the New York International Gift Fair at the Javits Center, here.

**The collections feature warm, organic materials such as glass and ceramic, and feature textile design elements.**



*The Vento collection includes a votive candelholder and decanter.*

Sorella Home founder and vp/product development Terri Casner brings to the position over 15 years in the home décor industry, including product development, merchandising and business development. Most recently, she did product development for tabletop and home décor company Arte Italiana.

The New Brunswick, NJ-based company uses artisans, currently mostly from Italy, that utilize craft that has been passed down through generations, she said. “I liked the idea of maintaining that craft, but with a new interpretation, something that the customer of today will relate to. The core of the company is about traditional in today’s world,” added Casner. The word “Sorella” means sister in Italian, and the collections are inspired by the emotion evoked by women sharing stories and histories in the kitchen and

at the table, she said. Because each tableware piece is handmade, said Casner, no two pieces are identical. The collections are targeted

toward high-end gift shops and tabletop specialty stores that want to differentiate themselves with something unique, she added.

The collections utilize warm, organic materials such as glass and ceramic, and feature textile design elements from fashion, includ-

ing linen, burlap and tweed. The tableware is meant to be transitional, she said, it can be used every day, or dressed up with linens and

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centerpieces for formal occasions, according to Casner. Sorella Home aims to offer consumers something beyond just basic, solid white, which she opined, “dominates the industry,” adding that the collection can also be mixed and matched with white pieces many women received through hand-me-

downs or received through their bridal registry.

At the NYIGF, Sorella Home will expand its Vento glass dinnerware and home decor collection with entertaining pieces, such as a foot-long graceful decanter, a six-inch votive candleholder, and a seven-inch-high compote/centerpiece.

Handcrafted in Italy, each piece is created with a sandblasting process and then hand-painted with ivory enamel and 24K gold. Vento has a suggested retail price range of \$45 to \$162.

Sorella will also expand its terracotta Botanica dinnerware collection with serving pieces. Handmade in Italy,

the dinnerware design is handpainted and created by utilizing distressing processes. The organic-shaped pieces are available in warm taupe and ivory tones. New serving pieces include a 17.25-inch oval bowl, a large, 16.25-inch low bowl and a large, 13.25-inch round platter. Botanica has a sug-

gested retail price range of \$68-\$120.

Completely new for NYIGF will be Sorella’s Rosa Collection, which includes hand-thrown urns and a dinnerware preview. The Italian handcrafted urns are embellished with delicate roses; each petal is made by hand and they carry a high price tag of \$1050 to \$1200 per urn. The dinnerware collection is off white, and the rose design is a raised

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*Sorella's Botanica Serveware is handmade and hand-painted in Italy. Below: The Vento Entertaining*



relief, with one design on the shoulder of each plate. It will have a very subtle rubbed taupe finish. Rosa dinnerware has a suggested retail price range of \$32 to \$120.

Another NYIGF novelty will be Sorella’s Linea glassware collection, which is hand blown in the Czech Republic. It is available in water, wine and champagne glasses, in clear or opalescent white glass, at a suggested retail of \$65 per stem. The glasses are hand-etched in a cross line design on the upper bowl and the stem is highlighted by a trumpet shape. In addition, Sorella Home will introduce two Italian wall art collections.