

The home linen launches collection for hugo boss home
ter Collection for Hugo Boss Home, available at Surprise Home Linen, Mumbai, finds its roots from the aesthetics of nature and contemporary structures. It consists of bedsheets, duvet covers and pillow covers and is in super fine 300TC 100 per cent satin, while the range of bath linen features towels, napkins and kimonos in 500GSM plush, high-quality cotton.



'drift' is colour of the year

toNobel, the leading global paints and coatings company, has declared the color trend 'Denim Drift' and the color trend: 'Life in a New Light' as a part of the results of its annual global study ColourFutures. The 2017 Color of the Year and the complementing palette, featuring shades of blues and tones from indigo blue to a lighter denim blue, and Smoke Grey, is truly accessible and easily applicable to both architecture and interior decoration.



furniture homestore store at ishanya

Ishanya, Pune, has a feather in its cap with the grand opening of Furniture Homestore, the largest home furniture store from the US. Ishanya is now home to over 100 furniture and furnishing brands from across the world and overseas.



ifj partner feature

MALAYSIAN INTERNATIONAL FURNITURE FAIR



FURNITURE FAIR

MIFF (KUALA LUMPUR), MARCH 2017

The 23rd Malaysian International Furniture Fair (Kuala Lumpur) March 08-11, 2017
Putra World Trade Centre (PWTC) and MATRADE Exhibition and Convention Centre (MECC)

The export-oriented furniture trade show, Malaysian International Furniture Fair (MIFF), is set to feature a greater variety of new and innovative products from a wide range of suppliers and four country halls at its 23rd annual edition in March 2017, in Kuala Lumpur, Malaysia, organized by UBM Malaysia.

With posted record US\$908 million sales in 2016, MIFF is expected to feature 500 companies and attract an estimated 20,000 buyers from 140 countries and regions. It will also feature a dedicated segment of MIFF Office to showcase the biggest range of office solutions, with 130 companies at PWTC.

World Showcase

The fair will witness participation from various South East Asian companies, with 70 per cent of exhibitors from Malaysia and the rest from China, Taiwan, Vietnam, Japan, Indonesia and South Korea. The Malaysian companies expected to participate include well-known exporters such as Merryfair Chair System, Euro Chair, Poh Huat, Soon Her Sing Industries, Oasis Furniture and Safari Office System.

The China Hall will play host to over 150 companies, with furnishing exhibitors coming from Southern Guangdong province, led by the China Council for the Promotion of International Trade, Guangzhou Council (CCPIT Guangzhou). Other attractions will be the Taiwan Hall with 30 companies, while Muar Hall, organized by Muar Furniture Association, a strategic partner of MIFF, will feature over 80 member companies.

A Wide Reach

MIFF 2017 continues to benefit from the cross-promotion of the trade show across UBM and Alibaba.com platforms, as a result of a strategic online and offline collaboration to create the next generation of B2B trade sourcing experiences. So far, MIFF has received great numbers from pre-registration, with exhibitors and visitors from over 100 countries so far expressing interest.

A Final USP

Overseas visitors will be eligible to attend a Buyers Night gala, enjoy access to an International Buyers Lounge and avail discounts on hotel rates and airport transfers. ifj



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