



QVC has distinguished itself in Tabletop for its merchandising of designers and their collections. Shown clockwise from above: Robert Lee Morris's RLM Home Nautilus Chip & Dip Bowl, RLM Home Scissor Rim Wine Glass, David Tutera's Perfect Party Large Apothecary Jar, David Tutera, and Perfect Party Three-Tier Vase.



QVC

QVC has distinguished itself in the Tabletop category by launching unique tabletop entertaining collections featuring well-known designers.

"We are always looking for new brands to introduce to our shoppers. Our customer has an incredible appetite for 'what's next' and we work hard to keep them satisfied," said Mary Campbell, senior vp/merchandising. "As risk takers, we are willing to try new and innovative ideas and concepts that can expand our customer experience as well as offer opportunities to new brands and personalities."

QVC launched several new tabletop brands in 2008. The RLM Home collection was designed by jewelry designer Robert Lee Morris. In addition, QVC rolled out David Tutera Perfect Party, by celebrity party planner Tutera, and Paula Deen Tabletop, by the well-known chef. QVC also featured a collection from

retailer Gump's San Francisco. QVC is expanding on its own brands in the tabletop category as well, including Temp-tations, its signature line of stylish, affordable overware. QVC's customers have been responding to the collections' unique value-conscious, multi-use products, she said.

"Our strategy is to find well-known designers who not only create the product, but also engage our customers through informative on-air presentations," said Campbell. "I believe that it's the unique products, combined with the entertainment and educational opportunity that each designer provides that makes the collections resonate with our customers." When presenting tabletop, QVC helps its shoppers understand how and if the product fits their lifestyle, she said. QVC also features demonstrations and guest videos online to "enhance the shopping experience," she added.

"Our merchants are continually searching for new and exciting collections to add to our tabletop business. They work closely with the designers when selecting pieces that will truly resonate with our shoppers," Campbell noted. "Our tabletop business is important to QVC. We want to provide unique and interesting pieces that our customers will enjoy using every day."

Campbell continued, "Our ability to explain the product in great detail and provide live demonstrations makes us ideal for presenting pieces within the tabletop category. Our knowledgeable hosts and guests, who offer special insight, is what truly sets us apart." The retailer also recently redesigned its QVC Home set, and "with the new set's flexibility, we are able to create a lifestyle retail environment that is relevant for each category, brand and designer," said Campbell.