

## Editor's Letter



Dear Reader,  
Like most New Yorkers, we started 2009 feeling not at all optimistic in the near term about the troubled economy. The barrage of local, national

and international economic news has done little to improve hopes for the rest of 2009. However, spring and 2010 are coming!

For now, we are all making very careful decisions regarding every dollar we spend, give or invest. And, of course, Ligne Roset has not been immune from the pervasive impacts of the worldwide credit crisis. But despite all the bad news, our two New York City Ligne Roset locations are weathering the inclement conditions remarkably well.

Why is that, you might ask? Because, when people purchase furniture from Ligne Roset, they usually become lifelong clients. They have come to trust us to provide good design advice and excellent quality furniture at a reasonable price. Their loyalty in turn provides us a strong base, especially important in times like these.

The rest of the answer is that, at Ligne Roset, we have always understood we would be nothing without our clients. So, we do everything in our power to listen hard and then offer good ideas, consistent follow through and outstanding service.

To that end, if there is anything we can do for you, please let me know.

Sincerely,  
Laurie Messman  
Principal

## Ligne Roset's Furniture Pulls A Double Shift

**T**oday's economic crisis has everyone working harder and longer. Rest assured, it's no different for Ligne Roset's furniture.

Many of Ligne Roset's most popular items were designed to serve more than one purpose. The most obvious example of this is the Multy sofa bed (see below). Multy, designed by Claude Brisson, is a great multi-functional piece. It is a uniquely designed sofa bed with three positions: sofa, chaise and bed. The thick foam cushion and birch slats provide outstanding comfort, while a simple mechanism makes the transition effortless. The Multy will provide even the most discerning sleeper with a comfortable night's rest.

Ligne Roset's double duty line goes way beyond sleeper sofas. The Yo-Yo (pictured right), designed by Pagnon & Pelhaitre, is a fun, functional table that can be conveniently adjusted to a wide range of heights. It can be as low as the lowest coffee table for a chic cocktail party or rise to dining height for a dinner party. The Yo-Yo, so aptly named, is perfect for any multi-function room.



CINELINE

The Cineline (pictured above), also designed by Pagnon & Pelhaitre, is a multi function chest and desk, ideal for meetings and day-to-day work operations in your home office. However, this desk system is versatile. The wrap around table pivots easily to create a beautiful dining table.

These space savers are unique and useful in any home. •



Yo-Yo



MULTY



# RATE THIS ROOM



How'd we do? When most people think of Ligne Roset, they think only of the furniture. But did you know that Ligne Roset has talented designers available to help you create a space that's right for you? This room was designed by Francois Vijayan, a veteran interior designer on Ligne Roset's staff. Let us know what you think of his work. To rate this room go to <http://www.lignerose.com/resource/ratethisroom.htm>. Give this room a 10 if you love it; give it a 1 if you think Francois missed the mark on this project.

**F**rancois Vijayan, an in house design specialist at Ligne Roset, has always had a passion for interior design. He came to America to pursue a degree from the School of Visual Arts in Manhattan. He then landed a position with Ligne Roset and has been designing for Ligne Roset's clients for the past seven years.

One of Francois' most recent creations (pictured above) was designed for a young tech executive who travels regularly between London, New York and Brazil. The vision behind this Greenwich Village apartment, the client's main home, was to make the space stylish and elegant, but

peaceful and comfortable at the same time.

The chairs and couch, from Ligne Roset's Stricto Sensu collection, have sleek, sexy lines, giving the room an elegant look, while the cozy pillows add a comfortable feeling. Additionally, nothing exudes style like the use of beige, with black and white as the accent colors.

"This client is a jet setter who has excellent taste, which made designing this apartment very enjoyable," says Francois. "The black, white and beige we used shouts sophistication. The apartment is conducive to entertaining, but is also a very peaceful retreat." •



# Color Is Back, Albeit Subtle

By Francois Vijayan



If you are interested in all the latest furniture trends, The Maison & Objet show that takes place in Paris at the beginning of the year is the only place to be. The fair is a world-renowned international design show where the tone is set for what's going to be hot. Ligne Roset has a large presence at the fair, and I was lucky enough to represent Ligne Roset New York at the show.

Having spent considerable time looking at all the different displays, it is obvious to me that color is back. For the last year or so, we have been seeing black, white and grey. Black, white and grey are still being used, but they are being joined by more dramatic colors. However, while color is back, it is not bold color. Instead we are seeing more muted, softer, cooler shades. For example, a large couch may be still be upholstered in a grey hue, but then it is paired with a subtly colorful occasional chair. The colors garnering the most attention are icy blue, dark purple, soft yellow and bordeaux.

Lacquer has also made a big comeback. While wood finishes will always be a staple, lacquer is giving wood a run for its money. You will be seeing a lot more pieces being finished in lacquer, and again, they will be punctuated with a muted color.

After years of creating designs in black white and grey, designers seemed eager to inject a little more happiness into their creations. The colors being used are definitely warm and inviting. •

## The Green Corner

In the 1970's, when the ecological movement took off in France, the Roset Company (owner of the Ligne Roset brand) was already practicing an environmental philosophy of simple good sense. "For me, sustainable development begins with the pleasure we derive from working in such a remarkable location such as Briord, France. When one has the good fortune to grow and develop in an environment of such quality, one naturally wants to protect it," says Pierre Roset, President of Ligne Roset. Mr. Roset went on to answer a series of questions about how Ligne Roset continuously becomes greener.

### How does Ligne Roset prevent air pollution and emissions?

Ligne Roset takes air pollution, and the pursuit of clean air, very seriously.

For the past 10 years Ligne Roset has been using UV acrylic varnishes that are hardened using UV lights (which results in no release of by-products). Unlike most other furniture manufacturers, our varnishes require no solvents.

### Does Ligne Roset care about the behavior of their suppliers?

Absolutely – some of Ligne Roset's suppliers have achieved awards for their commitment to environmental issues. Ligne Roset tries to ensure that it uses the most environmentally sound product and materials. For example, Ligne Roset's leather suppliers, whether Scandinavian or Italian, have been working for many years on a policy of both personal and environmental protection. We remain vigilant and demanding and never hesitate to change suppliers where necessary.

### What is Ligne Roset's commitment to eco-design and sustainability?

Eco-design aims to introduce strict environmental criteria to the design of a product when it is first created. This entails identifying the environmental issues associated with the product for the duration of its life cycle, limiting the impact on the environment at the production stage, and designing the product in such a way that the materials of which it is composed can be easily recycled •



# Making A Difference

**A**t Ligne Roset New York, we believe in giving back to our community. That's why at the end of last year, Ligne Roset got involved with yet another worthy charity.

Ligne Roset formed a partnership with Furnish A Future, New York City's only free furniture bank. Since 1992, Furnish A Future has helped more than 22,000 formerly homeless families turn bare rooms into comfortable, functional homes. Donated furniture helps convert an empty apartment into a warm, welcoming place for a once homeless family or individual.

Having a home creates a sense of stability, well-being, and independence. It's a place for peace and security, and a gathering point where important relationships are forged and nurtured.

Home means family dinners around the kitchen table and kids doing their homework at a desk in their own room.

Families leaving city shelters for their own apartments usually cannot experience these simple, but important, joys, because they have little or no furnishings. That is, unless they come to Furnish a Future.

Ligne Roset's involvement is two-fold. We have started donating floor samples and discontinued furniture to the organization. Also, we are picking up pre-approved furniture from clients who are buying new pieces from Ligne Roset. We then bring the donated furniture to Furnish A Future's warehouse in Brooklyn for distribution to families in need.

Ligne Roset is happy to report that our customers are loving this service. "Our clients like to help people. What can be better than being able to help someone by simply donating something you don't need anymore," says Laurie Messman, principal of Ligne Roset, New York. "Ligne Roset makes it super easy for everyone by picking up the furniture and dropping it off. It's a win-win situation for all involved. I am really glad that we have been able to connect the dots between Furnish A Future and our customers."

If you wish to find out more about Furnish A Future or to donate lightly used furniture, please go to <http://www.partnershipforthehomeless.org/programs.furnish.php5>.

## Special Offer

Buy any upholstered seating (e.g., sofas, loveseats, chairs, ottomans, sectionals) during the month of March at Ligne Roset New York and receive 15% off the regular price.

Come In Today

250 Park Avenue South  
New York, NY 10003  
212-375-1036

155 Wooster Street  
New York NY 10012  
212-253-5629

[www.ligneroseetny.com](http://www.ligneroseetny.com)

Got Ligne Roset Furniture?  
Let us know how you like it. Go to [www.ligneroseetny.com](http://www.ligneroseetny.com) and click on Quick Ship Program under the Products icon. Then click on any product you own and add your product review.

## Ligne Roset Featured At Show

Ligne Roset will once again have a commanding presence at the Architectural Digest Home Design Show (see Upcoming Shows, right, for full details.). The event is a great place to explore the latest ideas and products for the home—from furniture and lighting to kitchens and baths. Whether you are starting from scratch or searching for that single object to complete a room, this show will introduce you to something you will feel compelled to bring home. Come by and be sure to visit Ligne Roset's exhibit for a most inspired shopping experience.

## Upcoming Shows

PULSE Contemporary Art Fair  
March 5-8, 2009 • 12pm-8pm •  
Pier 40, 353 West Street @ W. Houston • New York  
<http://www.pulse-art.com/>

Architectural Digest Home Design Show  
March 26-29, 2009 • 10am-6pm • Pier 94, 12th Ave. at 55th St. • New York  
[www.mmart.com/homedesignshow/](http://www.mmart.com/homedesignshow/)

I Salone Internazionale del Mobile  
April 22 - 27, 2009 • 9:30am-6:30pm • Milano  
[www.cosmit.it/tool/home.php?s=0,1,21,27,28](http://www.cosmit.it/tool/home.php?s=0,1,21,27,28)

The 21st Annual International Contemporary Furniture Fair  
May 16-19, 2009 • Jacob Javits Convention Center, New York  
[www.icff.com/page/home.asp](http://www.icff.com/page/home.asp)