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INTERIOR TEXTILES

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Best of NEW YORK

A packed preview of introductions
at the N.Y. Home Fashions Market
in bath, bedding, comfort sleep,
dining and home accents

PLUS

Celebrating The Industry:
Heroes & Heroines

Selling Luxury to Designers

Window View: Lining Up

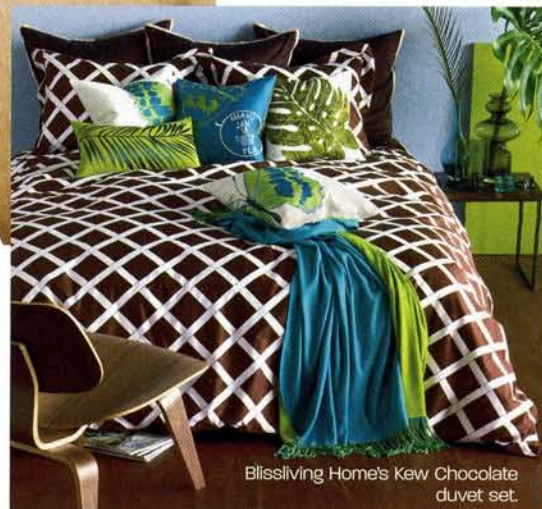
Floor Focus: Room Changers

Trend Watch: Design
Directions from NYIGF



Mei Xu, owner and creator of Blissliving Home and Chesapeake Bay Candle.

By Samantha Siegel



Blissliving Home's Kew Chocolate duvet set.

Bearer of Bliss

Mei Xu's contemporary home lifestyle brand, Blissliving Home, brings mood enhancing collections to the masses

Mei Xu, owner and creator of Blissliving Home and Chesapeake Bay Candle, used her business savvy smarts and skilled eye for design to create not one, but two home décor companies that offer contemporary home furnishings centered on refreshing colors, patterns and scents.

What were you doing before you started Blissliving Home?

"I grew up in communist China and moved to New York City in 1993, and it was there that I discovered my eye for design and my passion for home décor. During my travels to Europe in 1994, I discovered many contemporary home lifestyle products—and that is what inspired my husband David and I to launch our home

fragrance brand, Chesapeake Bay Candle. Our first collection featured striking pop colors such as lavender, lime green and orange. The candles became an instant hit with buyers and consumers alike, and our company became a multi-million dollar business literally overnight."

What inspired you to start Blissliving Home?

"I found a disconnect between fashion and home décor. I wondered: if people enjoyed dressing in striking colors and modern shapes, would they not also want contemporary designs for their homes? Yet, the home departments were filled with products that were traditional in style."

What is your design philosophy and how is it displayed in your collections?

"Aside from fashion, contemporary art and yoga, one of my greatest passions is travel. At Blissliving Home we find inspiration in our travels and global destinations. We adapt authentic cultural themes and motifs, and update them in modern colors and crop them in unexpected and many times dramatic ways. We want people to be happy in their homes and to enjoy themselves—that is why color is so important. Color can be an important mood enhancer, so you will

always find cheerful and bright colors in our collections."

How are your two companies, Blissliving Home and Chesapeake Bay Candle intertwined?

"It has always been part of our mission to provide consumers with a complete solution for their bedrooms. Our customers are sophisticated and enjoy trying new things, so it's a great venue to test the latest technologies and introduce daring designs and fragrances."

What's next?

"We never stand still; we always look for new and exciting ways to connect with consumers. Currently, we are readying our new website, which will focus on building an interactive community for consumers, interior designers and retailers. We want to invite our audience to get involved in our design process and even the overall direction of our company. I am probably more curious than anyone else to see what the future will bring for us and what impact our audience will have on Blissliving Home." **LDB**

resources

- Blissliving Home, 866-952-5477, blisslivinghome.com
- Chesapeake Bay Candle, 800-331-8339, chesapeakebaycandle.com

What is your favorite...?

Food: It's a tie—sushi and crème brûlée.

Color: Blue, particularly French blue.

Book: One of my all time favorite novels is *The Last Song of Dusk* by Siddharth Dhanvant Shanghvi. Recently, I have been recommending *Too Big to Fail: The Inside of Wall Street and Washington Fought to Save the Financial System - and Themselves* by Andrew Ross Sorkin.

TV show: *Mad Men*—love it!

Room in your house: My bedroom, of course!