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Jena Hall to Help Somerton Rebrand

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Somerton Dwelling has retained Jena Hall of Jena Hall Designs to develop merchandising and integrated marketing strategies to reposition and rebrand the company.

"My goal is to assist the Somerton Dwelling team with the overall development of a new product signature of standards, design direction and extend that signature into additional product categories," Hall said. "This will allow Somerton Dwelling to grow its business in new channels of distribution, reaching a broader audience with better merchandise and marketing support. We have already started some of these new initiatives which will be evident when Somerton Dwelling is launched at the upcoming Las Vegas Summer Market."

"Jena's role is multifaceted and I have asked her to assist me with assembling a dream team of important industry talent and work with them to help reposition our company," said Rita Ho-Bezzola, President of Somerton Dwelling, Corona, Calif. "The new executive leadership is now in place and together with Jena's outstanding track record, Somerton Dwelling is translating the new vision into exciting and relevant products targeting a new generation of furniture buyers."

Hall's short-term plans call for recapturing dining room and home entertainment business by updating finishes, upgrading basic standards to a benchmark position and creating younger, more relevant products designed with a responsible approach to the environment and an eye on fashion and innovation.

"My long-term objective is to have Somerton Dwelling be recognized as a leading provider of fashionable, affordable and high valued furniture of choice for every room in the home," Hall said. "I think Somerton Dwelling can make a huge impact on the industry. Many of today's younger consumers do not shop the traditional furniture retail stores because those retailers' suppliers have not addressed the younger consumer market. Until now, these younger consumers shop at the national retail lifestyle chains and the Internet. Now, our new assortment will be affordable and available to the traditional retailers allowing them to compete on an even playing field with quality, young lifestyle goods. We will provide point of purchase support and help with setting up their new Somerton Dwelling environments. Also, the fact that Somerton Dwelling's president is a 'thirty-something' woman is advantageous. She has the vision for what is needed in the market today for her own peer group, and as a second generation president, has a deep history of furniture manufacturing. She is decisive, innovative and forward thinking much like the majority of the younger consumers today."

Somerton Dwelling will introduce seven new collections at the Summer Las Vegas Furniture Market in contemporary, transitional and a new traditional styling.