



# Caprice

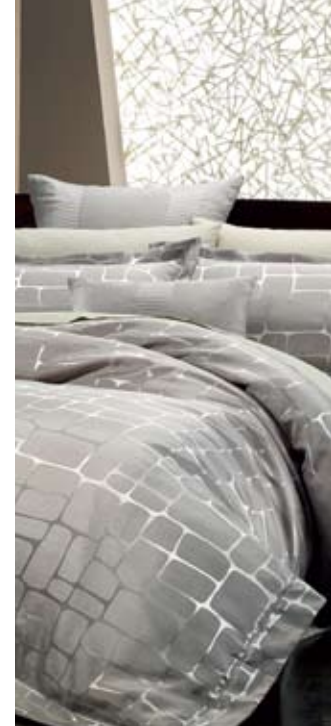
## THE ONE STOP SHOP



FROM AUSTRALIA'S FIRST MANUFACTURER OF CONTINUOUS SHEER CURTAIN FABRICS, TO A ONE-STOP SHOP FOR WINDOW FURNISHINGS, BED SPREADS AND CUSHIONS, CAPRICE IS A COMPANY CONSUMERS KNOW AND LOVE, WRITES SUSAN COWEN.



"We now have a complete offer.  
"We are a one-stop shop and the single largest wholesaler in Australiasia.  
"In 1959, we were a textile manufacturer based in Melbourne's Moorabbin area with our own milling plant.  
"We have grown to be the leader in Australian domestic textile furnishings, window coverings, window hardware and bed linen."  
Indeed, expertise is evident throughout the company.  
"The dress division general manager has 25 years' experience and the MSimonson general manager has in excess of 40 years' experience.  
"Our Belmondo general manager has 40 years' experience, which means lots of textiles background and knowledge of the industry."  
"That level of knowledge of the industry allows us to make the right decisions to keep the business sustainable."  
The call to venture into licensed bed linen and branded homewares was one of those right decisions.  
Caprice offers a diverse range of coordinating furnishings, including licensed bed linen, towels, furniture, bathroom accessories, fabrics and home decor.  
Licensing has been part of the business for the past 11 years, allowing Caprice to offer full coordination across its brands and allowing retailers to deliver a complete homeware solution to consumers.  
Belmondo Home is a fashion leader in the marketplace and is Caprice's brand for bed linen.  
Caprice's Belmondo designers constantly work to identify the latest trends and fashions from overseas and incorporate them into designs for Australasian application.  
"We offer an exclusive range of licensed bedspreads that customers can purchase and use today.



"WE HAVE GROWN TO BE THE *leader* IN AUSTRALIAN DOMESTIC TEXTILE FURNISHINGS, COVERING WINDOW FURNISHINGS, WINDOW HARDWARE AND BED LINEN"

Harvey Lewis  
Caprice managing director

ESTABLISHED IN 1959 as a family-run business, Caprice now owns the brands MSimonson and Belmondo, as well as AAA Trading Pty Ltd's dress fabric division.  
A market leader in the supply of homewares in Australia, New Zealand and Singapore, the company boasts an impressive 65 per cent unaided brand recall, according to the latest market research.  
Caprice managing director Harvey Lewis says the company's penetration through retail – particularly its contract with Myer – has helped with brand recognition.  
"We also take out a lot of ads in newspapers and magazines," Lewis says.  
"We put time and effort into brand awareness and we have been here a long time."  
Since acquiring AAA Trading in November 2008, Caprice has become a formidable force within the industry, Lewis says.





"We have made selections and pre-packaged them, making the products more affordable and readily available." Caprice's window furnishing arm has particularly benefited from the 'fast-furnishing' approach.

"We have an extensive range of blinds and bed linens, again, that you can use today.

"We looked at what has been the high end of custom-made, selected those products and put them into a package aimed at time-poor consumers.

"Buyers love that we save them time by selling them total room concepts.

"It is about making it easy for retailers as well as consumers."

From Barbie to cars, with Hanna Montanna and the High School Musical crew in between, licensed homewares are always a winner with the kids.

However, Caprice also has the grownups market covered thanks to its range of elegant ready-made curtains, which come in a variety of widths, weights, designs and price points.

Fabrics used include jacquards, organzas, voiles and poly/cotton blends, and there is always the option of blackout, room darkening and light filtering.

In keeping with its promise of offering a soft furnishing solution for every room, Caprice's product offering also extends to blinds and sheers.

Caprice's sheer division is the oldest and most established

division of the organisation.

"(It) was the catalyst and platform from which the business evolved," Caprice's official website says.

Ranging from traditional heavyweight fabrics through to lightweight modern designs, the range includes an array of packaged product.

"Designs are also produced in continuous and multi drops, ranging from 69cm to 244cm.

"Traditional best-selling designs include Anne, Barcelona and Contessa, and new range additions include Vienna, Novena and Nero."

Caprice's offering of blinds is equally extensive.

According to the website, "blinds can be every bit as eye-catching as curtains, especially in modern homes, and are practical and cost-effective."

Customers are encouraged to choose fabrics based on the room's light and temperature, taking into consideration whether or not the blind will be accompanied by curtains, drapes or valances.

"Caprice's extensive blind range incorporates roller blinds, roman blinds, timber and aluminium venetian blinds in a diverse range of fabrics and textures.

"The hardware range includes hand- and cord-drawn curtain tracks, valance rods, pole sets and all the components required for window accessorising.

"We have the ability to facilitate any major requests and create ranges to suit retailers' requirements.

"In fact, we work extensively with retailers to create the items they want."

Constantly evolving to suit contemporary furnishing needs, Caprice is committed to nurturing local design talent, Lewis says.

"We have a design studio, a photographic studio and we visit world textile fairs to look at future design trends, colours and applications.

"We then create ranges to match on-trend items, fine-tuning them to suit individual needs." **WFA**



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