

## Home Furnishing International Names Jane McCormac-Raab President

Vertical fabric and home fashions supplier selects veteran retailing executive  
to propel U.S. business to the next level

NEW YORK—Leading global fabric and home fashions manufacturer Home Furnishing International has named Jane McCormac-Raab to the position of president of Home Fashions International LLC, the company's main U.S. division, effective immediately. McCormac-Raab was most recently senior buyer for powerhouse specialty home fashions retailer Bed Bath & Beyond, a post she has held for the past eight years.

“It is the right time to bring on a new president, and I have every confidence that Jane is the exact right person for the job,” explains David Li, chief executive officer of the privately held firm, which has annual sales estimated in excess of \$200 million. “We need a new leader to help take us to the next level, to maximize our business potential by leveraging our state-of-the-art vertical manufacturing, design, marketing, sales and distribution capabilities.

“Jane’s combination of intelligence, home fashions expertise, entrepreneurial background and understanding of the retail market make her the ideal president to drive our U.S. business forward,” Li continues. “I met Jane more than 20 years ago as a buyer, and I have always been impressed with the way she handles the business—she is incredibly sharp and extremely efficient, and she possesses all of the leadership qualities we need to position HFI as the leading supplier of decorative pillows, window treatments, home décor, accessories and decorative fabrics for the U.S. market.”

Prior to joining Bed Bath & Beyond, McCormac-Raab owned her own firm, JPR Custom Interiors, providing custom home fashions design services to major companies in the home furnishings industry as well as to consumers. She points out that she is no stranger to HFI, having counted the company as one of her clients and serving as vice president of window design on a consulting basis. Before starting her own company, she served as a textiles buyer for Fortunoff for 18 years, and started her career as manager and co-owner of Le Bebe, a specialty baby gift and clothing retail store in Belfast, Northern Ireland.

“Home Fashions International is a company with tremendous global potential today, especially given the rapid pace of change in the U.S. retail industry and the international business environment,” McCormac-Raab asserts. “One of the biggest challenges facing suppliers today is how to manage and support the growth of our customers’ online businesses, which have vastly different design, manufacturing and distribution requirements than traditional brick-and-mortar retail stores.



“Because I have seen the business from both sides—retailer and supplier—I believe I have a better understanding of our customers’ challenges and how to best meet their needs,” she continues. “Over the years, I have developed extremely good relationships with retailers at all levels of the market, from specialty shops and department stores to mass merchants and national chains. I have seen and experienced firsthand how important it is for today’s successful retailers to implement an omni-channel strategy, and my mission at HFI is to do whatever it takes to support those retail efforts.” McCormac-Raab will be based at the Home Fashions International showroom at 295 Fifth Ave., New York, NY.

Li has been serving as both CEO and president of Home Fashions International for the past two years, overseeing a dramatic expansion of the company’s U.S. business and facilities. During this time, HFI has more than doubled its U.S. manufacturing and distribution facilities in Gaffney, SC., which now total more than 600,000 square feet in two locations.

HFI also has been taking an aggressive approach to the casual and outdoor furniture market, which is forecast to surpass \$23 billion by 2024 according to a new report released in December 2018 by market research firm Global Market Insights. Similarly, HFI is taking aim at substantial gains within its core home décor market. The home décor industry, including furniture, textiles and floor coverings, is expected to grow to \$664 billion by 2020, according to the Global Opportunity Analysis & Industry Forecast, 2014 – 2020 by Allied Market Research, a research and advisory company.

“We see a huge amount of untapped potential for our fabrics and home furnishings in the U.S. market,” Li points out. “At the same time, however, the business has become much more complicated, which requires a visionary, hands-on executive like Jane to work with our retail customers. The online business has become so much more important to our customers today, and this comes with a different set of requirements than traditional retail stores. We already are allocating a dedicated space and production line within our U.S. manufacturing facilities to support our customers’ online businesses, and we will continue to make whatever changes are necessary to provide retailers with the supply solutions that will help make them successful.”

McCormac-Raab adds, “The buyers today are much more tasked in processes, rather than product, and this is changing what they need from us as suppliers. HFI has the design, manufacturing and distribution efficiencies to be able to meet and anticipate those needs.”

The changing global business climate, in particular the ongoing trade and tariff troubles between the U.S. and China, also plays a vital role in HFI’s strategic positioning going forward. “The tariff issues between the U.S. and China are a huge problem that is creating a tremendous amount of uncertainty for our U.S. retail customers as well as for other importers,” Li asserts. “We as a company are expanding our manufacturing base in America to better manage this uncertainty and turn it into a growth opportunity for us.”

As a leading vertical global fabric and home furnishings supplier with superior manufacturing capabilities in China, Home Furnishing International is well-known for producing fashionable designs, exceptional quality, rapid delivery and superior service.

“HFI’s combination of manufacturing capabilities and national distribution are the key to improving speed to market and supporting our retail partners at all levels,” Li comments, adding that the company currently operates more than 1 million square feet of manufacturing facilities in Rugao, China, which produce more than 300 million yards of fabric every year.

“Our vertical operation encompasses weaving, dyeing, a complete printing and finishing operation, and this allows us to shorten and control the supply chain effectively, which in turn allows us to offer better quality, reliability and service to our retail customers,” Li adds, noting, “Having Jane join us as president will be the last piece of the puzzle in terms of positioning HFI for significant and sustained expansion going forward.”

**About Home Furnishing International:**

Home Furnishing International entered the U.S. home furnishings market in 1995 with the formation of American Decorative Fabrics (ADF), a major decorative fabrics supplier. The Home Fashions International (HFI) division debuted in 2001, providing home fashions and window treatments to leading retailers in virtually every major channel of distribution, including mass merchants, national chains, department stores, specialty retailers and catalogs. HFI added a decorative accessories division in 2005, expanding into decorative pillows, table linens and pet beds. ADF-HFI unified its corporate identity under the Westgate brand in 2006, and added freestanding window treatments and bath fashions in 2007. The company expanded into the outdoor market in 2015, developing an extensive line of performance fabrics, cushions, decorative pillows and accessories. The company supports its U.S. business with a manufacturing and distribution center totaling more than 600,000-square-foot in Gaffney, SC, as well as a major showroom in New York City, a dedicated fabric showroom in High Point, NC, and more than 200 U.S. employees. The Chinese division manufactures more than 300 million yards of fabrics annually and employs more than 1,000 people. Home Furnishing International also owns its own distribution company in Brazil; and the company currently exports decorative fabrics, apparel fabrics and finished home fashions to more than 80 countries around the world.

*High-resolution images available upon request.*

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