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FOR IMMEDIATE RELEASE
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Waterford® Bed Linens Epitomize Timeless Quality, Classic Design And Affordable Luxury

Bedroom ensembles from W-C Designs debut at selected department stores

NEW YORK—Sumptuous fabrics, classic designs and lavish embellishments are the hallmarks of the new Waterford Bed Linens Collection by W-C Designs, a leading home textiles manufacturer.

W-C Designs is launching this new luxury bedding collection under the prestigious Waterford label with selected department stores, including all Bloomingdale's stores, as well as Dayton's, Hudson's and Marshall Fields stores. The Waterford Bed Linens Collection will be previewed at these selected store locations this Fall, and will be distributed to other department store retailers in Spring 2000.

“We feel the program has really beautiful styling and a lot of detailing that gives it a very high perceived value,” states Laurene Gandolfo, vice president of home textiles for Bloomingdale's. “This is a traditional, very elegant look, but also very well priced. It is an affordable master bedroom statement.

“The colors and the patterns are designed to appeal to both men and women, which makes it very easy to live with,” Gandolfo continues. “The entire collection is really beautiful, with lovely cording and ruffles and other special treatments to really make it unique and different.”

Gandolfo adds that the Waterford Bed Linens Collection complements other Waterford products carried by Bloomingdale's, including Waterford crystal, china and table linens.

“Waterford is known for meticulous styling and extremely high quality, and the Waterford Bed Linens from W-C Designs are constructed using luxurious fabrics and elegant details,” she explains. “We are showing the products in a total lifestyle environment in our stores, to show our customers how they can create a decorator look in their own homes.”

W-C Designs initially licensed the Waterford brand for table linens in 1996. “Based on the overwhelming success of our 1996 launch of Waterford Table Linens, we have expanded our Waterford license to include luxury bedroom ensembles,” states Patrick McCullagh, president of W-C Designs. “We are offering department stores a strong luxury brand with a respected design heritage.”

Tom McInerney, senior vice president of marketing for Waterford, comments, “We decided to expand our relationship with W-C Designs because of the excellent experience we have had with them in the table linens department.

“The expansion of the Waterford brand into bedding presents wonderful opportunities for cross-merchandising home fashions with our existing products,” McInerney adds. “We have been successful cross-merchandising our Waterford crystal and china with Waterford Table Linens. Now, we can create an entire Waterford lifestyle, cross-merchandising Waterford Bed Linens with our own Waterford crystal lamps, clocks, gifts and accessory items.”

Five fully coordinated Waterford bedding ensembles are being introduced at the October Home Textiles Market, presented in W-C Designs New York showroom at 295 Fifth Avenue.

McCullagh characterizes the Waterford Bed Linens Collection as “affordable luxury.” Suggested retail prices for a queen duvet start at \$185 and suggested retail prices for the queen comforter start at \$195.

The Waterford Bed Linens Collection consists of a selection of “core” bedding ensembles in lavish woven fabrics and classic, elegant colors such as ivory, linen, gold and pearl. These core designs are offered in sheets, comforters, duvets, bed skirts, shams, decorative pillows and window treatments.

Each core ensemble features multiple layers of texture, including sumptuous woven damasks, elegant linen blends, soft sateens, luxurious velvets, plush chenilles, rich tapestries, classic matelassés and exquisite dupioni silks.

All Waterford Linens are sewn using the finest quality tailoring and workmanship, and uniquely embellished with decorative accents such as exquisite rope cording, thick brush fringes, elaborate bullion fringes, intricate braids, opulent tassels, covered buttons, lustrous pearls, sateen borders and luxurious fabric backing.

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Waterford® Bed Linens Symbolize Decorator Styling at Affordable Prices

Ensembles feature superior constructions, sumptuous fabrics and elegant colors

NEW YORK—The Waterford Bed Linens Collection takes a true decorator approach to home fashions, layering multiple fabrics and fashionable accessories to allow consumers to create a personalized bedroom environment. These varied fabrics, textures and accessories also add design interest to the bed, window and bedroom furnishings.

A selection of “core” designs forms the basis for the Waterford Bed Linens Collection. These timeless and elegant core patterns are offered in sheets, comforters, duvets, bed skirts, shams, decorative pillows and window treatments.

Each core ensemble is enhanced by a variety of decorative accessories, including blanket covers, shams, bed skirts, bed shawls and fabric by the yard. These elements are constructed of exquisite fabrics and plush textures, including supple chenilles, sensuous velvets, smooth silks and lovely cashmere.

Additional decorative accents include a unique selection of decorative pillows, covered storage boxes, covered picture frames, scented sachet pillows, jewelry bags, covered hangers and other soft home fashions.

Taking a cue from the ready-to-wear business, Waterford Bed Linens will regularly inject new fashion and color into the collection through these secondary and impulse accessory pieces. This approach ensures that consumers are always seeing something different and fresh in the Waterford Bed Linens display. These changing accessories allow consumers to re-interpret and upgrade their initial investment in Waterford Bed Linens.

All Waterford Bed Linens are designed using superior fabrics and fabrications. Duvets are all engineered to generously fit the individual bed size—92-by-96 inches queen size and 110-by-96 inches king size—setting the standard for luxury bedding. Comforters and duvets reverse to a luxurious coordinating fabrication. Comforters are constructed using intricate hand-guided quilting and over-filled with high loft polyester fiberfill. Comforters and duvets are accented with decorative rope cording. The duvets all feature hidden button closures.

Sheets are constructed of 250-thread-count, pure cotton with deep, 16-inch pockets and a self-piped hem detail on the pillowcases and flat sheet. Generously sized pillow shams feature a padded face and four-inch wide flange accented with decorative rope cording.

Waterford accessories also feature myriad decorator details. Draperies are extra-wide 55-inch panels. Velvet throws are lined with an elegant sateen woven with the Waterford name and logo, accented with decorative beading and extra-long tassels. Chenille throws are augmented with 10-inch long flowing fringes or tassels. Decorative pillows are carefully detailed and pieced with special fabrics, and are completely reversible.

**Product photography available upon request—please contact:
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Antigua

A beautiful floral motif comprised of stylized peonies and star jasmine forms the central image of *Antigua*, an unusual design reminiscent of ancient Chinese porcelains. *Antigua Trellis*, a classic Roman trellis and medallion design, provides the perfect counterpoint to the floral pattern. Both designs are woven of exquisitely soft chenille yarns and colored in a soft golden hue called cashmere. This is a very unusual and pretty ensemble.

Construction:

- *Antigua* is constructed of 65 percent cotton and 35 percent polyester
- *Antigua Trellis* is constructed of 65 percent cotton and 35 percent polyester

Color available:

- Cashmere

Silhouettes available:

- Comforter, featuring handguided quilting and rope cord trim in full, queen and king sizes, fully reversible
- Duvet, featuring rope cord detailing, in generously oversized 92-by-96 inch queen and 110-by-96 inch king sizes, fully reversible
- Bedskirts
- Shams
- *Nightingale* gold decorative pillows, in many decorative sizes
- *Nightingale* gold blanket cover
- Scarf valance in *Antigua Trellis*
- Pole top draperies in *Antigua*
- *Baroness* 100 percent pure cotton, 250-thread-count sheets

Baroness

Regal and stately, *Baroness* is a beautiful bed that combines Old World elegance with New World architecture. The pattern combines the Waterford trademark rose and acanthus leaf design with an architectural stripe to create a truly opulent ensemble. The jacquard damask fabric features rich construction detailing.

Construction:

- *Baroness Court* is constructed of 70 percent cotton and 30 percent polyester
- *Baroness Stripe* is constructed of 60 percent cotton and 40 percent polyester

Color available:

- Ivory

Silhouettes available:

- Comforter, featuring handguided quilting and rope cord trim in full, queen and king sizes, fully reversible
- Duvet, featuring rope cord detailing, in generously oversized 92-by-96 inch queen and 110-by-96 inch king sizes, fully reversible
- Bedskirts
- Shams
- Decorative pillows, in many decorative sizes
- Scarf valance in *Baroness Stripe*
- Pole top draperies in *Baroness Court*
- *Baroness* 100 percent pure cotton, 250-thread-count sheets

Chambers

Tailored subtle combinations of grids and checks give this Waterford ensemble a clean contemporary look. Less is more in this finely tailored geometric design consisting of two designs: *Chambers*, a large grid design, and *Crosshaven*, a finely cross woven basket check design.

Construction:

- *Chambers* is constructed of 55 percent cotton and 45 percent polyester woven damask
- *Crosshaven* is constructed of 60 percent cotton and 40 percent polyester woven damask

Color available:

- Eggshell

Silhouettes available:

- Comforter, featuring handguided quilting and rope cord trim in full, queen and king sizes, fully reversible
- Duvet, featuring engineered pieces of the two fabrics in the center and alternating fabrics on the sides, in generously overscaled 92-by-96 inch queen and 110-by-96 inch king sizes, fully reversible
- Bedskirts
- Shams
- Decorative pillows, in many decorative sizes
- Scarf valance in *Crosshaven*
- Pole top draperies in *Chambers*
- *Classic Diamond* ivory blanket cover
- *Classic Diamond* ivory shams
- *Classic Diamond* ivory decorative pillows
- *Barons Check*, 100 percent pure cotton, 250-thread-count sheets

Essex Court

This stunning linen-infused Waterford Bed Linens collection mixes an elegant rose and acanthus leaf design with *Essex Stripe*, a linear and architectural design. The combination of the two designs, woven in linen-blend fabrics, creates a fresh update to a traditional look.

Construction:

- *Essex Court* is constructed of 20 percent linen, 32 percent polyester and 48 percent rayon
- *Essex Stripe* is constructed of 16 percent linen, 47 percent polyester and 37 percent rayon

Color Available:

- Linen

Silhouettes available:

- Comforter, featuring handguided quilting and rope cord trim in full, queen and king sizes, fully reversible
- Duvet, featuring rope cord detailing, in generously oversized 92-by-96 inch queen and 110-by-96inch king sizes, fully reversible
- Bedskirts
- Shams
- Decorative pillows, in many decorative sizes
- Scarf valance in *Essex Stripe*
- Pole top draperies in *Essex Court*
- *Classic Diamond* linen blanket cover
- *Classic Diamond* linen shams
- *Classic Diamond* linen decorative pillows
- *Barons Check*, 100 percent pure cotton, 250-thread-count sheets

Windsor

Windsor is reminiscent of carved English Tudor ceiling casement tiles, reflecting a strong architectural influence. To accentuate the medallion relief, *Windsor* is woven in a high definition matelassé construction and colored in an aged ivory shade. *Baroness Stripe* is used as a coordinate in this ensemble. Both patterns are pieced together in the comforter and duvet to create a unique, one-of-a-kind engineered bed covering.

Construction:

- *Windsor* is constructed of 60 percent cotton and 40 percent polyester.
- *Baroness Stripe* is constructed of 60 percent cotton and 40 percent polyester fabric.

Colors available:

- Ivory
- Pearl

Silhouettes available:

- Comforter, featuring handguided quilting and rope cord trim in full, queen and king sizes, fully reversible
- Duvet, featuring rope cord detailing, in generously oversized 92-by-96 inch queen and 110-by-96 inch king sizes, fully reversible
- Bedskirts
- Shams
- *Chamberland* blanket cover
- *Chamberland* decorative pillows, in many decorative sizes
- Scarf valance in *Baroness Stripe*
- Pole top draperies in *Windsor*
- *Barons Check*, 100 percent pure cotton, 250-thread-count sheets

W-C Designs Spotlights Better Business

Quality and fashion take center stage in table linens, bedding and accessories

ANAHEIM, Calif.—W-C Designs has positioned itself as an innovator in fabric construction and color development for the soft home textiles industry since its founding in 1972 as a supplier of table linens and accessories.

W-C Designs currently offers products for the dining room, kitchen, bedroom and window, and the company has developed an excellent reputation for quality and dependability.

A cornerstone of W-C Designs growth has been the company's use of extremely high quality fabrics—damasks, sateens, matelasses and cotton/linen blends, available in solid colors as well as patterns. W-C Designs focuses on developing sophisticated designs with fashion-forward colors.

Due to its excellent reputation, W-C Designs also holds the prestigious Waterford® license. W-C Designs debuted the Waterford Linens collection of table fashions in 1996. This top-of-the-line table linen program has rapidly proven to be a treasure trove for better department stores, significantly out-performing non-branded table linens and adding a premium layer to the table linens assortment.

W-C Designs and Waterford are continuing to expand on the Waterford Linens success story with the Spring 2000 launch of the Waterford Bed Linens collection. This refined collection of elegant bedroom ensembles and decorative accessories draws its inspiration from traditional styling, updated for contemporary living.

Due to the success of the Waterford license, W-C Designs continues to secure new business through additional product categories and new licensing agreements.

Waterford® Enjoys Superior Reputation

Venerable crystal brand has long tradition of offering quality and classic design

WATERFORD, Ireland—The Waterford name has been associated with fine home furnishings since 1729, when the earliest Waterford crystal is found in the historical record.

The regular production of these elegant and graceful drinking vessels began in 1783, when businessmen George and William Penrose founded the Waterford Glass House in the busy port of Waterford, Ireland, and began to make crystal “as fine a quality as any in Europe ... in the most elegant style.”

The Penroses knew the secret of mingling minerals and glass to create crystal with beauty and mystery. When tapped, it sang sweetly. When touched, it felt warm and soft. Yet it possessed strength and durability and, most wonderful of all, the crystal shone with a romantic, silvery brilliance. Patience, skill, and artistry had forged a triumph, which continues to the present day—indeed, Waterford is the largest producer of hand-crafted crystal in the world.

Waterford Crystal’s principal manufacturing plant stands today on a 40-acre site more than 20 times the size of the original Penrose Glass House. In addition to its fine stemware and decorative accessories, the company also manufactures exquisite crystal lamps, beautiful giftware, collectible ornaments and exceptional writing instruments.

Waterford Crystal is part of Waterford Wedgwood International, which produces fine china under both the Waterford and Wedgwood labels.

Waterford has played a significant and ever-expanding role in the art of interior design. Waterford’s historical and architectural significance is documented by the famous and historical structures that showcase Waterford chandeliers. Indeed, Waterford is the choice of the next millennium, supplying the new crystal ball that will drop in Times Square and herald the year 2000.

The Waterford tradition is enriched and enhanced by the collectible nature of products that carry the Waterford name. Due to its excellent reputation, W-C Designs was the first company to be granted the prestigious Waterford license. W-C Designs debuted the Waterford Linens Collection of table fashions in 1996, and is introducing the first Waterford Bed Linens Collection in October 1999.

Waterford home furnishings and decorative accessories are available only through fine retail department stores and exclusive specialty shops. Waterford offers classic treasures to be enjoyed and displayed now, and cherished as heirlooms for generations to come.