

## EPCH - IEML host SFIC Mission's visit to India Expo Centre & Mart



A Singapore delegation visit led by Mr. Phua Boon Huat President - SFIC; Ms. Jeannie Lim, Assistant Chief Executive Officer - Lifestyle & Consumer; Ms Sarah Ler, Director - Retail & Design; and other 16 delegates representing furniture companies in Singapore, was jointly hosted by EPCH and IEML at India Expo Centre & Mart Ltd, Greater Noida. The objective of the visit was to interact and exchange ideas to enhance bilateral trade between India and Singapore.

Dr. Rakesh Kumar, Chairman, India Exposition Mart Ltd., welcomed all the delegates and briefed them about the Council's activities and new initiatives taken over the years to promote exports of wooden handicrafts from the country. After the discussion, the SFIC delegates visited permanent marts to explore and understand business opportunities with handicrafts exporters in India. The delegates got an opportunity to personally experience exquisite Indian wooden handicrafts. ■

## Target launches new in-house kitchenware brand

Target is about to launch a new private-label kitchenware brand called Figmint, its first "owned" brand in the category. The collection spans more than 250 items ranging from enameled cookware and ceramic mixing bowls to acacia wood cutting boards and gadgets. Prices range from \$3 and more than half of them are under \$10, according to the retailer's A Bullseye View blog.

"What I love about Figmint is that this brand meets so many different guest needs. It's beautiful design at amazing prices," said Jill Sando, Target's executive vice president and chief merchandising officer, in the blog. "From product to packaging, the collection makes the kitchen more accessible to every home cook."

The line was cooked up to offer cooking-fatigued customers "hacks and solutions to make time in the kitchen more affordable and more fun." The line features thoughtful design elements as well, like built-in pour spouts and strainers on pots and stay-cool



stainless-steel handles. The assortment was also developed with sustainability and accessibility in mind, according to Target. It said it worked with occupational therapists to help create packaging with easy-open tabs and exposed grips and handles that make it easy for people to lift and carry the products while shopping. More than 95% of Figmint items do not have plastic in the packaging. ■ Source: HFN mag