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THE NEW YORK MERCHANDISE MART



Julia Watts: The Enterprising Entrepreneur

Julia Watts is the tabletop industry's high-wattage entrepreneur whose recently expanded showroom has illuminated a corridor of cachet on the 9th floor.

The new space captures the ambiance of a chic fashion boutique while the offerings reflect Watts' keen sense of what's au courant in china, crystal and silver. The collections she has literally curated and introduced to retailers for exclusive U.S. distribution are gem brands, such as über-chic Hering Berlin, breathtaking Theresienthal crystal, uniquely decorated Poc a Poc china, intricately patterned Jacqueline Cambata Designs, and the prestige silver of Odiot. Leave it to Watts to carry the work of emerging Brooklyn-based ceramic artist Alice Goldsmith, who creates one-of-a-kind accessories for table as well as boudoir. Also for the boudoir, Watts features sensational Parisian collections from Cristal et Bronze. All told, the Julia Watts LLC lines are for a rarified stratum of clientele.



Feuilles Famille I from Theresienthal

these vendors," she explained, "is that I work directly with the owners and artists, and my clients can have access to them as well. Not only does it mean I can offer uncompromising service, but it uniquely forges a genuine relationship between those producing the design, those selling it and the end user, making the purchase an incredibly personal experience."

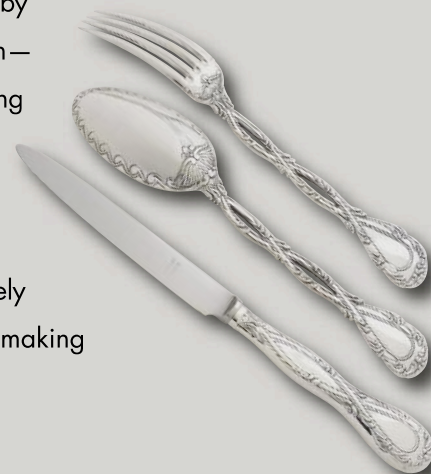
In addition to the leading specialty retailers in North America, Watts works closely with high-profile restaurateurs who are seeking singular styles to complement their signature culinary creations, as well as with interior designers who are charged by their superstar clientele with finding products that bespeak their status. Often times that means customization, a service she's able to offer.

"In launching my own business," said Watts, "the goal was to be a resource for brands defined by Old World craftsmanship and authentic design—those creating collections for the most discerning consumer who's seeking the exceptional.

One of the great advantages in working with



Joining *Julia Watts* for a toast to her new showroom were Gump's buyers Emily Noh and Gina Kwun.



Trianon from Odiot

ON THE COVER: Velvet and Pulse from Hering Berlin through Julia Watts LLC