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**HFN**

# Bloomie's Trunk Show: A New Take on Old Ads

By Nancy Meyer

**NEW YORK**—Vintage advertising posters continue to be one of the hottest trends in artwork these days, and Bloomingdale's is again featuring its upscale take on it with an in-store trunk show.

Until Dec. 24, the posters—most are unframed, but some are framed to demonstrate the various mat and framing options—will be on display in a gallery setting at Bloomingdale's Lexington Avenue flagship store here at the top of the fifth-floor escalator.

The show is the second conducted this year by The Ross Group, a purveyor of original, one-of-a-kind advertising posters from different eras, and from all over the world.

Based in Westport, Conn., The Ross Group is owned by Mickey Ross, president, and his wife, Jodi, who travel extensively to find distinctive and evocative images. The couple started as collectors and became dealers 10 years ago.

It was their point of view and unique selection that inspired Bloomingdale's to invite them to show, explained Lester Gribetz, Bloomingdale's senior vice president of home furnishings fashion direction, during the kick-



The Ross Group specializes in finding colorful and evocative vintage advertising posters, such as TWA's Las Vegas promotion, above, and this poster from Deauville, left.



off reception at the flagship store Oct. 30.

"The desire is to provide customers with a special selection of vintage posters that aren't available at poster shops and elsewhere," Gribetz said. "The editing is exceptional, and the content is special. This is a very special collection."

"Our customer on the first presentation was very, very receptive to this," Gribetz added, referring to the first trunk show, held in July.

Consumers can choose from among hundreds of images in a variety of themes from travel, liquor, food, bicycles, military to music. Highlights include Yale and Harvard posters from 1909; a 1930s flamenco dancer by artist Paul Colin; cocktail and beverage ads from the 1950s and other eras; and a series of images of famous musicians from the 1970s from WNEW, a New York radio station.

"Posters were created to convey a message; they're all about eye appeal," Mickey Ross said. "A lot of them are whimsical, using colors and artistic appeal."

Many are quite valuable as well. Ross pointed out that a Colin poster

fetched \$150,000 at a recent auction, while their Colin piece is offered for \$4,200 framed at Bloomingdale's. Similarly, one unframed Yale poster fetched \$900 at auction, while a similar framed piece offered by The Ross Group is tagged at \$600. ■

## Thomas Kinkade in Deal To Take Company Private

**MORGAN HILL, Calif.**—Media Arts Group Inc., the company that sells and licenses the artwork of Thomas Kinkade, said it agreed to a deal in which the prolific landscape painter would take the com-

## Salton Home Decor Exec Spicer Leaves

Rick Spicer has left his post as vice president of sales for Salton Home Decor, maker of Stiffel brand lamps and accessories, to launch a sales and marketing company. The Spicer Agency, based in Santa Ana, Calif., will focus primarily on selling to lighting showrooms and furniture stores in Southern California and southern Nevada.

Spicer said he is drawing on his 25-plus years experience in the lighting industry—the first 10 in his own Southern California sales agency—and the following 15 years in senior sales management positions at several lighting companies, most recently Salton.

"I will also offer a consulting service to lighting manufacturers who are looking to recognize new sales and marketing opportunities," Spicer said. "Being able to draw on my experience of working with a wide variety of retail distribution offers me a unique ability to greatly contribute to the retailers and manufacturers I will serve."

## Streett-Leavy Departs Emess

Aleta Streett-Leavy has left Emess Design Group to launch her own visual merchandising business called Showoffs. Based in Butler, Pa., Showoffs will concentrate on trade show showrooms and booths for all product categories of home, from furniture and lighting to tabletop and gifts. Streett-Leavy said the key to successful trade show mer-

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