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For Immediate Release:

### **Hatchery Partners Launches Incubator for “Fast Fashion”**

Home fashion veteran Dale Williams has announced an all-star partnership with two well-known designers, Lily Zane and Nancy Green, to form Hatchery Partners, a design and product development consultancy. Williams was most recently President of Waverly Lifestyle Group and has held executive positions at Springs and WestPoint Stevens. Zane was previously Vice President of Design for Tommy Hilfiger Home, and Green is a noted tabletop and accessory designer.

“Hatchery Partners is a design and product development incubator”, Williams explained. We invest in commercially proven designers and artists to develop innovative new product design concepts, and deliver it in production-ready formats. Our clients typically manage private label programs and are active as retailers, suppliers, or licensors of home decor products. Our services start with surface design, but extend into product styling and creation of production-ready materials and even sales presentations. We work with our clients from concept to presentation and if necessary, to production”.

Hatchery Partners has recently placed new collections of over 300 skus of bed, bath, and home accessories with private label clients for shipping in Spring 2007. The company website, [www.hatcherypartners.com](http://www.hatcherypartners.com), was launched earlier this summer.

Addressing the market situation, Williams added, “Fashion lifecycles have become so short that industry players must struggle to amortize the fixed cost of their design and development efforts. Fast fashion is what the consumer wants, but competition and margin compression had added to the pressure to control design costs. It’s not enough to have direct sourcing and a low cost supply chain. Retailers and suppliers must renew product assortments on faster cycles. Fashion, newness, and excitement are vital to being relevant and competitive. We understand the economics of the business, and we’ve developed cost-effective product development solutions for home furnishings clients who must manage their time, expenses, and project priorities”.

Commenting on his design partners, Williams said, “The artistic scope of our partnership allows us to address multi-product projects for our clients. Lily and Nancy are extraordinary talents in both soft lines and hard lines for the home, and have years of experience designing best-selling products for leading brands such as Ralph Lauren, Tommy Hilfiger, Crate and Barrel, and Mikasa”.

Hatchery Partners’ creative network includes over a dozen associated designers of hard and soft home products including surface artists, CAD designers, product stylists, and specialty designers in glassware, furniture, gifts and accessories. The artists maintain studios in the New York area and the company will meet clients at offices in Soho.

Dale Williams, Hatchery Partners President, has a twenty-seven year background in marketing and product development, design, manufacturing, sourcing, and licensing of home furnishing products. His resume includes senior management positions with Waverly, Springs, HomePortfolio.com and WestPoint Stevens. He has managed the development of branded and licensed programs for Ralph Lauren, Martha Stewart, Martex, Sanderson, Larry Laslo, Colonial Williamsburg, and Waverly, winning the Home Fashion Products Association “ASPIRE” award in 2005 while President of Waverly.



As CEO of HomePortfolio.com, he helped establish the largest online database of home design products. Williams has worked with leading retailers and manufacturers in the United States, China, Europe, Mexico and South America.

Lily Zane is President of the design firm Lily Zane Home. Her background includes design work with Polo Ralph Lauren Home, Tommy Hilfiger Home, Elizabeth Arden, Disney and the Candies brands. She has traveled extensively to support customer, vendor and manufacturing relations worldwide. Zane has written, illustrated and published the book *Creating Home*, and promoted the book on a national multi-media tour. She also hosted and monitored "Ask Lily" a decorating message board on ivillage. Zane holds a B.S. Degree in Education from Tufts University.

Designer Nancy Green is known for her intuitive sense of color and form. Her tableware designs have an illustrative style with a bit of whimsy, irony, and the familiar. Much of her design inspiration comes from her love and curiosity of the world's rich history of decorative arts. Some of Nancy's recent collections are influenced by Turkish Iznik pottery, Mexican folk art, Central Asian textiles and chinoiserie. With a BFA in Textile Design from Syracuse University and what she calls her "graduate degree" from New York City's garment industry, Nancy's formal and real world education brings color and excitement to tabletop design.

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