

# WHO LIVES IN ELLE DECOR?

HOME TO A MULTITUDE OF ADVERTISERS AND GROWING

## APPAREL & ACCESSORIES

#1 MARKET SHARE: 50%

Bottega Veneta\*

Hermès

Fendi\*

Talbots\*

## APPLIANCES

Bosch

Cuisinart

Dacor

Dyson

Elmira

GE

iRobot

Jenn-Air

Miele

Samsung

Sub-Zero

## AUTOMOTIVE

Acura

Cadillac

Chevrolet

Chrysler

Ford

Kia\*

## BEAUTY, FRAGRANCES, & SKINCARE

BOTOX Cosmetic

Calvin Klein Fragrances

Chanel

Essie

Estée Lauder

La Prairie

## BEDDING, FABRICS, WALL & WINDOW COVERINGS

#1 MARKET SHARE: 32%

Ann Gish

Budget Blinds

Charisma

Clarencehouse

Cowtan & Tout

de Le Cuona\*

Duralee

Hastens

Highland Court

Hotel Collection

Hunter Douglas

Kravet

Larsen\*

Lee Jofa

Levolor

Maxwell

Natori

Phillip Jeffries

Scandia Down

Scalamandré

Schumacher

Sferra

S. Harris

Sunbrella

Thibaut

Wamsutta

Zimmer + Rohde\*

## CONSUMER ELECTRONICS

Apple

Bang & Olufsen

Bose

## DEPARTMENT & RETAIL STORES

ABC Carpet & Home

Bloomingdale's\*

The Container Store

Crate & Barrel

Design Within Reach

The Home Depot

Restoration Hardware

Room & Board

Target

Williams-Sonoma Home

## FINANCE

Chase

## FLOORING & FLOOR COVERINGS

#1 MARKET SHARE: 26%

Abbey Carpet & Floor

BR-III

Country Floors\*

Exquisite Surfaces

FLOR

J.H. Minassian

Madeline Weinrib\*

Mansour Modern

Michaelian & Kohlberg\*

Mirage

Patterson, Flynn & Martin

The Rug Company

Safavieh

Tufenkian

## FOOD & BEVERAGES

Alexia Foods\*

Lu

Seattle's Best Coffee

## FURNITURE

#1 MARKET SHARE: 29%

Agio

American Leather

A. Rudin\*

# ELLE DECOR | 2011

## ADVERTISERS

Baker  
 B&B Italia  
 BDI  
 Bernhardt  
 Brown Jordan  
 Calligaris  
 Cantoni  
 Century  
 Dedon  
 Dellarobbia\*  
 Elite Leather  
 Flou  
 Holly Hunt  
 Ironies\*  
 Jayson Home & Garden\*  
 LEE Industries  
 Ligne Roset  
 Minotti\*  
 Mitchell Gold & Bob Williams  
 Molteni & C\*  
 Moura Starr\*  
 Natuzzi  
 Pierre Deux  
 Poliform  
 Poltrona Frau  
 Ralph Lauren Home  
 Ralph Pucci\*  
 Richard Shapiro\*  
 Robb & Stucky  
 Roche-Bobois  
 Stickleby  
 Uttermost  
 Vicente Wolf\*

**JEWELRY & WATCHES**

Asprey  
 Cartier  
 Chanel

Elizabeth Locke Jewels  
 Ippolita\*  
 Monica Rich Kosann\*  
 Omega\*  
 Rolex  
 Solange Azagury-Partridge  
 Suzanne Felsen

**KITCHEN, BATH & BUILDING MATERIALS**

Ann Sacks  
 Arclinea  
 Artistic Tile  
 Baldwin Hardware  
 BLANCO  
 BRIZO  
 CaesarStone  
 California Closets  
 Duravit  
 Exquisite Surfaces  
 Kohler  
 Kraftmaid  
 Plain & Fancy  
 Poggenpohl  
 Rocky Mountain Hardware  
 ROHL  
 SA Baxter\*  
 Scavolini  
 Silestone  
 TOTO  
 Vitraform\*  
 Waterworks  
 Wood-Mode

**LIGHTING**  
 #1 MARKET SHARE: 32%

Artemide  
 Baccarat\*  
 Circa Lighting

Flos\*  
 Hinkley Lighting  
 Lumens  
 Remains\*  
 Schonbek  
 The Urban Electric Co\*

**PAINT**

Benjamin Moore  
 Farrow & Ball  
 Glidden  
 Pratt & Lambert  
 Sherwin-Williams  
 Valspar

**TABLETOP**  
 #1 MARKET SHARE: 46%

DVF Home Collection  
 Juliska  
 Kate Spade\*  
 Kneen & Co  
 Lenox\*  
 Match  
 Michael Aram\*  
 Steuben\*  
 Vera Wang  
 Waterford  
 Wedgwood\*

**TRAVEL**

Crystal Cruises  
 Travelocity\*

Source: PIB, January–December 2010; 2011 Publisher's List

\*Exclusive to ELLE DECOR and do not advertise in *Architectural Digest*, *Dwell*, *House Beautiful*, *Traditional Home*, or *Veranda*, January–December 2010

\*\*2010 category market shares vs. *Architectural Digest*, *Dwell*, *House Beautiful*, *Traditional Home*, and *Veranda*