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THE ONEIDA GROUP OPENS NEW RETAIL SHOWROOM AT FORTYONE MADISON

Unveils New Flatware Designs for Spring New York Tabletop Show

New York, New York – April 2, 2019 – Continuing the exciting expansion of its retail business, The Oneida Group has opened a new showroom at FortyOne Madison, debuting an array of new flatware designs for the Spring New York Tabletop Show opening today.

“With our flagship Oneida retail brand back in-house following the end of our licensing agreement last year, we are thrilled to open our fabulous new showroom in the design capital of the world as part of New York Tabletop,” said Mark Eichhorn, CEO of The Oneida Group. “This impressive space along with the debut of several new flatware designs underscore our commitment to re-energizing and continuing to grow the beloved Oneida brand through strategic investment in production and thoughtful design innovation.”

Located on the 10th floor of the FortyOne Madison showroom tower, the new 2864 square-foot Oneida showroom boasts sweeping views of Madison Square Park and an artisan loft interior feel. Born out of a creative collaboration with Paul Gebhardt, SVP of Design and Creative Director at The Oneida Group, and Marc Papa, designer and owner of The Industrial Loft, which specializes in turning architectural salvage and other vintage items into relevant functional pieces of art. Papa created several bespoke furniture and display pieces for the showroom, using many reclaimed materials, including 100-year-old timbers. A custom bar was fashioned from a repurposed Oneida silversmith’s bench and adorned with stainless steel flatware stock, while a vintage Oneida factory door transformed a storage closet into a dramatic focal point for the showroom.

“We wanted the showroom to reflect both the historic origins of the Oneida community, which puts high priority on quality and craftsmanship, as well as connect with the trend for all things artisan in today’s design and culinary world,” said Paul Gebhardt. “The worn surfaces and authentic tool marks reflect years of creative activity and form a patina on these antiques that speaks to the rich Oneida Silversmiths history.”

More than 150 different Oneida flatware designs will be on display in the showroom, with new introductions embracing a full range of aesthetic perspectives. Anchor Hocking glassware, as well as Oneida bakeware, cookware and cutlery, also will be on display.

About The Oneida Group

Driven by devotion to design, The Oneida Group is recognized for providing quality tabletop and kitchen solutions through its consumer, foodservice, and specialty channels. The company’s global platform allows it to market and distribute internationally its total portfolio of products including glass bakeware, beverage ware, serveware, storage ware, flatware, dinnerware, premium spirit bottles, candle and floral glass containers, and other kitchen products, all under a broad collection of widely-recognized brands, including Oneida, Anchor Hocking and Fire-King.

Anchor Hocking, LLC is a subsidiary of The Oneida Group. Additional information can be found at www.theoneidagroup.com, www.anchorhocking.com, www.anchorhockingbottles.com, and www.oneida.com.

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