

Rosanna™

SPRING & SUMMER 2024

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Rosanna Bowles
President/Art Director

ABOUT ROSANNA INC.

Rosanna Inc., is an award-winning international tableware and design house founded in 1982 by President and Art Director Rosanna Bowles. Headquartered in Seattle, Wash., Rosanna emerged a leader and trend-setter in the home-ware and décor industry. With millions of tableware and product sold worldwide, Rosanna Inc. became an acclaimed global lifestyle brand.

With a distinctive signature design aesthetic, Rosanna Inc has won numerous awards and honors in design. In 2023 Rosanna Inc., was one of 3 finalist in Tableware International Awards of Excellence in the serveware category. The company was honored for “Best New Product for NY NOW’s 2014 Table Top Housewares”, as well as being a 2013-2016 Finalist for NY NOW’s Tabletop Category. Rosanna Inc., is also the first American company to win the prestigious Gift of the Year Award in the UK.

Founder Rosanna Bowles is recognized as a leader in the industry and community. *O Magazine* featured Rosanna Bowles in “Women Who Make Beautiful Things” as well as numerous other features over the years. In June 2016, Rosanna Bowles, along with Seattle’s most enterprising women, graced the cover of *Seattle Business Magazine* discussing their trajectories to the top of the competitive, male-dominated business market.

CONTACT

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With tableware distributed in more than fifteen countries, Rosanna also works with some of the world’s largest companies including Starbucks, Amazon, Neiman Marcus, Target, Macy’s, The Metropolitan Museum of Art, The Smithsonian Institute, The National September 11 Memorial & Museum, and The White House Historical Association.

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Celebrating Multicultural Inspiration: Rosanna Inc. Unveils Two Captivating Dinnerware Collections, Azul and Be The Good

Seattle, WA - Rosanna Inc., a leading name in dinnerware design founded by CEO Rosanna Bowles, proudly announces the launch of two new dinnerware collections, Azul and Be The Good. These new collections embrace a global perspective, celebrating the richness of multicultural influences and the transformative power of positivity.

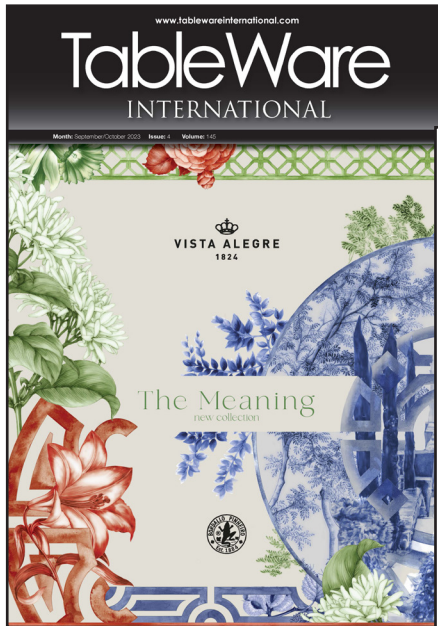
Azul, the first of the new collections, draws inspiration from traditional Indian block prints, Mexican Talavera ceramics, Portuguese azulejo tilework, and Turkish Iznik pottery. This unique fusion pays homage to the multicultural fabric that defines America, encapsulating the beauty of diverse artistic traditions in a stunning dinnerware collection.

Complementing Azul is Be The Good, a collection that transcends aesthetics to inspire and uplift. Featuring trinket trays and mugs adorned with cheerful and motivational messages, Be The Good reflects the power of positivity and encourages individuals to embrace their best selves while spreading kindness to others.

Reflecting on the evolution of Rosanna Inc., Bowles notes, "When I started Rosanna Inc. I was importing hand painted ceramics from Italy. And while Italy will always have a very special place in my heart as the place we began, these new collections represent a broader vision that celebrates the diversity and positivity that define our world today."

Azul and Be The Good join the lineup of Rosanna's renowned collections, marking yet another step in the company's journey of innovation and creativity. With their distinct designs and meaningful inspirations, these collections invite individuals to elevate their dining experience and engage in conversations that transcend borders.

IN THE PRESS



News General



Fiskars Group acquires Georg Jensen brand

Fiskars Group has signed an agreement with investor to buy the renowned Danish luxury lifestyle brand Georg Jensen for EUR 131.5 million.

In 2022, Georg Jensen's net sales were EUR 136.1 million and EBIT was EUR 14.8 million. The acquisition supports Fiskars Group's growth strategy by expanding the company's luxury home brand portfolio, which already includes the iconic brands of Royal Copenhagen, Rosenthal and Wedgwood. Furthermore, acquiring the beloved Danish design brands Georg Jensen and Royal Copenhagen offers attractive commercial expansion opportunities.

"Being an iconic brand with a strong heritage and focus on pioneering design, Georg Jensen is a perfect fit to Fiskars Group's family of brands both strategically and culturally. We are delighted to welcome Georg Jensen and its employees to Fiskars Group. With this acquisition, we will reinforce our offering in the luxury home products," says Nathalie Akesson, Fiskars Group president and CEO.

Steele International open newly refurbished London showroom

Steele International has given its central London showroom a revamp. The hospitality giant moved to its London base - in the heart of the capital - more than four years ago but recently refurbished the space.

The showroom, based in central London, is a key showcase for the company's portfolio of popular brands. Now open for bookings, the 150sq meter space is filled with the latest award-winning tableware, lighting, and buffet solutions for the hospitality industry.

New features include a full library of all current collections, dedicated space for brands, fully refurbished meeting space, high spec live demo kitchen and space to create bespoke tableware concepts. The Steele London showroom is located at 75 Wells Street, 2nd Floor South, London, W1T 3DA (England).



To schedule an appointment contact Steele International via email at london@steeleint.com or via 011 782 249 596.

Arnolfo Di Cambio marks 60-year anniversary

Arnolfo Di Cambio - the Italian crystal brand - marked its 60th anniversary recently with an exhibition called '60 Years of Design in Crystal' at the recent Maison&Objet.

The exhibition, curated by designer Andrea Ruggeri, was created to celebrate the 60th anniversary of the Maison by traversing the various areas with the brand's iconic collections signed by legendary design icons such as Lucio Colletto (Grosche collection), Umberto Borsari (Cristallo collection), and the first Black Diamond, Michele De Lucchi, Enzo Mari and many others. The current, announced last April 18, 2023, was a huge success beyond expectations with over 10,000 visitors. The event featured a special space for the Italian Crystal brand, designed by the Italian designer and architect, and the brand's iconic collections.

Arnolfo Di Cambio is a family-owned business, founded in 1963 by Arnolfo Di Cambio and his wife, Daniela. The brand is known for its high-quality crystal products, which are designed and manufactured in Italy. The brand's iconic collections include the Grosche collection, the Cristallo collection, and the first Black Diamond.

12 TABLEWARE INTERNATIONAL



"In retail we have seen throw-away products that are a part of fast fashion. It is well known this is damaging for the environment. The same holds true for the homeware industry."

Sustainability in products is an important part of what makes a product desirable. Porcelain and ceramics are - historically - been reserved for generations. At Rosanna, when we craft a product we want it to live on. We want multiple generations to enjoy the product."

Rosanna Bowles talking about why quality counts in her brand. Porcelain is Rosanna's tableware for painted with 12 Days series.



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ENTREPRENEUR ROSANNA BOWLES

When entrepreneur Rosanna Bowles founded her eponymous gifted tableware and home decor design company on the West coast of America 40 years ago, not in her wildest dreams did she imagine that she would one day sell and distribute her products all over the world. Yet today, they spread to about 50, what's in the pipeline? On a recent visit to London, Rosanna told PTW what will taking the business onwards and upwards in 2023.

How long has your business been operating for?

40 years

What inspired you to start your business?

My husband and I were both working in the advertising industry and we were both very creative. We had a passion for design and we wanted to create something that we could be proud of. We started by designing and making our own tableware and home decor items. We then started to sell them at local markets and eventually we started to sell them online. We have since expanded our product range and now we offer a wide variety of products for sale.

What are your top products?

Our top products are our tableware and home decor items. We have a wide range of products to choose from, including plates, bowls, glasses, vases, and more. We also offer customisation options for our products, so customers can create their own unique designs.

What are your top markets?

We sell our products in a number of markets, including the UK, the US, and Australia. We have a strong presence in the UK and the US, and we are looking to expand our reach into new markets in 2023.

What are your top sales channels?

We sell our products through a number of channels, including our own website, Amazon, and various retail partners. We are looking to expand our sales channels in 2023, particularly in the area of direct-to-consumer sales.

What are your top marketing strategies?

We use a variety of marketing strategies to promote our products, including social media, email marketing, and influencer marketing. We are looking to expand our marketing efforts in 2023, particularly in the area of social media and influencer marketing.

What are your top challenges?

One of the main challenges we face is the cost of raw materials. Prices for many materials have increased significantly in recent years, which has put pressure on our profit margins. Another challenge is the competition from other companies in the tableware and home decor industry. We need to continue to innovate and offer unique products to stay ahead of the competition.

What are your top opportunities?

There are a number of opportunities for growth in the tableware and home decor industry. One opportunity is to expand into new markets, particularly in the area of direct-to-consumer sales. Another opportunity is to develop new product lines, such as outdoor tableware or eco-friendly products. We are looking to take advantage of these opportunities in 2023.

What are your top goals for 2023?

Our top goals for 2023 are to expand our sales channels, increase our marketing efforts, and develop new product lines. We also want to continue to improve our customer service and maintain our reputation for quality and innovation.

What advice do you have for other entrepreneurs?

My advice for other entrepreneurs is to stay focused and persistent. It can take a long time to build a successful business, but if you are passionate about your product and you are willing to put in the hard work, you can achieve your goals. It is also important to surround yourself with a supportive network of friends and family, and to seek out mentorship from experienced entrepreneurs.

What are your top resources?

Our top resources are our talented design team and our loyal customer base. We also rely on our relationships with our suppliers and our retail partners. We are looking to continue to invest in these resources in 2023 to ensure our long-term success.

What are your top future plans?

Our future plans are to continue to grow our business and to expand our product range. We are looking to develop new product lines and to enter new markets. We are also looking to improve our operational efficiency and to reduce our costs. We are confident that we can achieve our goals and that our business will continue to thrive in the years ahead.

What are your top values?

Our top values are creativity, innovation, and quality. We believe that these values are essential for success in the tableware and home decor industry. We strive to embody these values in everything we do, from the design of our products to the way we serve our customers.

What are your top dreams?

Our top dreams are to continue to grow our business and to expand our product range. We also dream of seeing our products in homes all over the world and of hearing from our customers about how they love our products. We are confident that we can achieve these dreams and that our business will continue to thrive in the years ahead.

What are your top fears?

Our top fears are that our business will fail and that we will lose our customers. We also fear that we will be outcompeted by other companies in the industry. However, we believe that these fears are unfounded and that we have the resources and the talent to succeed. We are confident that we can overcome any challenges that we face and that our business will continue to thrive in the years ahead.

What are your top hopes?

Our top hopes are that our business will continue to grow and that we will be able to expand our product range and our sales channels. We also hope that we will be able to continue to serve our customers well and that we will be able to achieve our goals. We are confident that these hopes are realistic and that we can achieve them.

What are your top wishes?

Our top wishes are that our business will continue to grow and that we will be able to expand our product range and our sales channels. We also wish that we could have more time to spend with our family and friends. However, we believe that these wishes are achievable and that we can achieve them.

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your education, my knowledge of the Italian language and my love of art, as well as working with leading artists on every stage, from the design of the store and its art institutions and other important places of culture in Italy, to the way the Metropolitan Museum of Art, the Metropolitan Opera, the Guggenheim and the Frick in New York, as well as the White House in Washington DC, has also been grateful to have a supplier and vendor to Starbucks worldwide for 40 years," she adds. "For Starbucks China, we designed a double-walled white cup that was the shape of a cat. I saw it sold out in 30 seconds every time customers roving in the stores trying to buy it, and the story inspired in newspapers around the world."

Rosanna credits her global success to her parents. "My dad, who was both Italian and half-Japanese, exposed us to culture and the arts, while my mom, whose parents were Chinese, French and Austrian, had volumes of books on the classic poets and the works of Shakespeare, so I embraced European culture and history at an early age. Consequently, our family was very much into the arts, and I grew up with some types of storytelling and a history which made me feel like I was the lord/lady of the land."

Her parents' influence on her life and the products that are designed to create and maintain a sense of Italian identity, she adds, has been "one of the pillars of the celebration of life," the company says. "It's the coffee, the music, the art, the food, the wine, the amazing cook, exposed us to the world from an early age, and I love to cook too, especially Italian dishes and handmade American food."

Back to the present day, Rosanna says that the company's purchasing theme for 2022 has been to celebrate the art and coming together at the table. "We want to make sure that, for example, the coffee, the terrace or in front of the TV. We've been looking for ways to encourage customers to come together at their tables of choice and celebrate the art and the various influences. We have brought in artists and musicians to perform live and incorporated them into an updated modern look, mixing organic forms with a Victorian style, creating a new aesthetic. We borrowed from vintage fabrics from England and France, and typography from antique printed elements. We striped away the excess design elements in Victorian and European interiors and designed clean fresh forms that have only a hint of the highly decorated designs of those eras. To create our policy collection, we hand-drawn the designs, and we have a lot of fun with the styles."

So, what's next for Starbucks? "We are actively looking for distributors globally and want to increase our market demand. When we were distributed in the UK some years ago, I loved seeing our products

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WHAT'S NEW

Progressive Tableware

highlights some of the latest products available to retailers now

1 La Jardiniera's new Romanica line

A new tableware set at the latest combines the beauty of its geometric hand-painted faces and vegetables. The design is conceived specifically for party or family feasts, and is available in various sizes. While the square collection is available in ceramic, the round collection is available in ceramic or wood. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like.

By: LACER, America
Website: www.lacer.com

2 Italia Green by Denby

Italy Green is a new collection of tableware designed in 2012, based on a series of beautiful and simple in a contemporary style of design and modern shapes of glass, along with a variety of colors. The collection is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like.

By: Denby, UK
Website: www.denby.co.uk

3 Urban Habitat

Urban Habitat is a new collection of tableware designed in 2012, based on a series of beautiful and simple in a contemporary style of design and modern shapes of glass, along with a variety of colors. The collection is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like.

By: LACER, America
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4 Constantine

Constantine is a new collection of tableware designed in 2012, based on a series of beautiful and simple in a contemporary style of design and modern shapes of glass, along with a variety of colors. The collection is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like.

By: LACER, America
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5 Table Italiana

Table Italiana is a new collection of tableware designed in 2012, based on a series of beautiful and simple in a contemporary style of design and modern shapes of glass, along with a variety of colors. The collection is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like. The set is available in a variety of colors, of which you can choose the colors you like.

By: LACER, America
Website: www.lacer.com

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IN THE PRESS



Collection Dissection Rosanna



A taste of Italy

Collection name?
Antipasto Sfrizzante, the collection refers to the delightful appetizers that are served in Italy and abroad. In some regions, Antipasto is a separate course, while in others it is a part of the main course.

When did the collection launch?
The collection launched in summer 2022 in the US.

How did the idea for the collection come about?
The president of Rosanna, who is of Italian descent, wanted to create a collection that would allow her to share her love of Italian cuisine with her customers.

Tell us about the USP?
The collection's USP is its hand-painted ceramic plates, which are made in Italy. The plates are designed to look like they were painted by hand, giving them a unique, artistic feel.

Is the collection available in all global sales territories?
The collection is available in September from Rosanna's main website in the US, as well as through its international distributors.

What has retail reaction been like?
The collection has been very well received by retailers and customers alike. It has been particularly popular in the US, where it has been sold out in many stores.

Did you know?
The large Antipasto Sfrizzante tray comes in a beautifully designed gift box and makes a perfect host gift for the holidays.

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Visit rosannainc.com for more.



Opinion General

From the relevancy of the classic **dinnerware collection** to thoughts on how nifty the sector is for the year ahead – we ask the industry their opinion...

Viewpoints

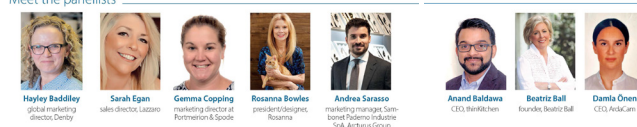


Is the classic dinnerware collection still relevant to today's young buyers?
Dinnerware is still relevant to today's young buyers, but it's important to understand that they are looking for something different. They are looking for dinnerware that is both functional and stylish. They are looking for dinnerware that is easy to use and that is easy to clean. They are looking for dinnerware that is both practical and beautiful.

Lazaro: One of our customers is looking for a modern, minimalist design. They are looking for a design that is both functional and stylish. They are looking for a design that is easy to use and that is easy to clean. They are looking for a design that is both practical and beautiful.

Benito: One of our customers is looking for a modern, minimalist design. They are looking for a design that is both functional and stylish. They are looking for a design that is easy to use and that is easy to clean. They are looking for a design that is both practical and beautiful.

Meet the panelists



Hayley Baddley
global marketing director, Darty

Sarah Egan
sales director, Lazaro

Gemma Copping
president, Darty

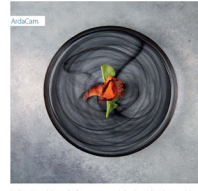
Rosanna Bonves
president, Rosanna

Andrea Sarasso
marketing manager, Sam-soni Design

Anand Balasubramanian
CEO, Benito

Benito Ball
founder, Benito Ball

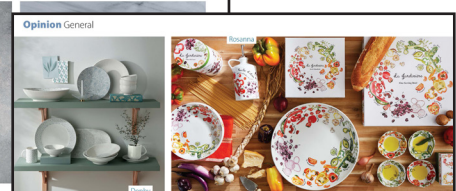
Dania Onen
CEO, ArcaCam



Do you think the tabletop sector is heavy about the year ahead or feeling confident?
Darty: We are feeling confident about the year ahead. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales.

Lazaro: We are feeling confident about the year ahead. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales.

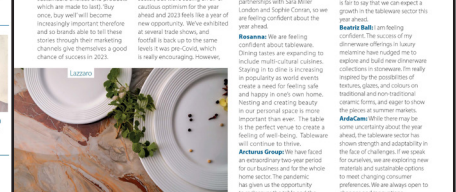
Benito: We are feeling confident about the year ahead. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales. We are seeing a lot of interest in our products, and we are seeing a lot of growth in our sales.



Do you think the tabletop sector is heavy about the year ahead or feeling confident?
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AWARDS

2023 Finalist. Tableware International Awards of Excellence
2023 Shortlisted. Gift of the Year, British Giftware Association
2020 Finalist. NY NOW Best New Product Awards
2020 Build Home & Garden Awards Best High-End Tableware Designer - Pacific Northwest USA
2020 Finalist for Arts Awards in Tabletop Manufacturing Category
2019 HFN's Inspiring Women in Home List
2019 Washington's Largest Corporate Philanthropists (Small Business Category), Ranked #9
2018 *Puget Sound Business Journal's* Seattle's Largest Women-Owned Companies
Ranked By 2017 Revenue, Ranked #31
2016 Finalist. NY NOW's Tabletop + Gourmet Housewares Best New Product Awards
2015 Finalist. NY NOW's Tabletop + Gourmet Housewares Best New Product Awards
2014 Winner. NY NOW's Tabletop + Gourmet Housewares Best New Product Awards
2014 Finalist. NY NOW's Tabletop + Gourmet Housewares Best New Product Awards
2013 Finalist. Tabletop Category, 25th Annual Arts Awards
2012 *Puget Sound Business Journal* Women Of Influence Honoree
2011 Nellie Cashman Woman Business Owner Nominee
2008 University Of Oregon Alumni Fellow Award for Outstanding Career Achievement
2008 *O Magazine* "Women Who Make Beautiful Things"
2006 *Seattle Homes & Lifestyles Magazine* Top 100 Design Companies in the Northwest
2005 Gift of the Year Award, British Giftware Association
2002 Nellie Cashman Woman Business Owner Nominee



Rosanna Bowles
Founder and Creative Director of
Rosanna Inc.

"The table is where all the good things
happen"

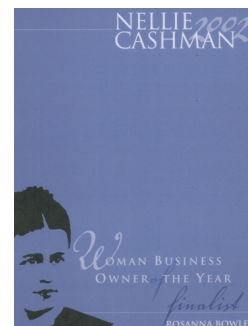
Seattle Business
"Fearless Leaders," June 2016



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AWARDS



ORGANIZATIONS WE SUPPORT

9/11 Memorial	Northwest Choirs
American Civil Liberties Union	Northwest Harvest
American Heart Association	One By One
American Red Cross	Pacific Science Center
The Bloedel Reserve	Planned Parenthood
Center for Children and Youth Justice	Providence Athenaeum
Childhaven	Providence Regina House
Children's Trust Foundation	Schools for Salone
Coast Community Radio	The Salvation Army
Delta Gamma Foundation	Seattle Cancer Care Alliance
Design Industries Foundation Fighting AIDS	Seattle Children's Hospital Research Foundation
Doctors Without Borders	Seattle Symphony
Fred Hutchinson Cancer Research Center	Society of St. Vincent de Paul
Girls Inc.	Sound Skills Center
Goodwill	St. Luke School
Harborview Medical Center	Statue of Liberty Museum
Human Rights Campaign	Ten Grands
Magen David Adom In Israel	Treehouse
Mary's Place	UCLA Medicine
Millionair Club Charity	University of Oregon
National Parks Service	University of Washington School of Medicine
The Nature Conservancy	Woodland Park Zoo

ETHICAL SOURCING

Rosanna is also very sensitive to work together with factories that have a Social-Responsibilities Action Plan and some of them are already certified in the Starbucks Ethical Sourcing program.



RETAILERS, PRIVATE LABELS, MUSEUMS, AND HISTORIC PLACES

9/11 Memorial Museum (New York, USA)
American Museum of Natural History (New York, USA)
Arlington National Cemetery
Art Institute of Chicago (Chicago, USA)
Barnes Foundation
Barnes & Noble
Bergdorfgoodman.com
Biltmore Estate
Bloomingdale's
Boeing
Bon Group (Kuwait City, Kuwait)
Brooklyn Museum
California State Railroad Museum
Carnegie Hall (New York, USA)
Caesars Palace (Las Vegas)
Crate & Barrel
Detroit Institute of Arts
Dillard's
Ellis Island (New York, USA)
Fine Arts Museum of San Francisco - de Young Museum - Legion of Honor
Flight 93 National Memorial
Four Homes (Dubai)
Francesca's
Franklin D. Roosevelt Presidential Library & Museum
The Frick Collection (New York, USA)
George & Barbara Bush Foundation
Golden Gate National Parks Conservancy
Griffith Observatory
Harry S. Truman Library & Museum
Horchow.com
Hotel Del Coronado
Isabella Stewart Gardner Museum
Jamestown-Yorktown Foundation
Jefferson Memorial (Washington, D.C., USA)
Jefferson Monticello
Jewish Museum (New York, USA)
J. Paul Getty Museum
Lincoln Memorial (Washington, D.C., USA)
Macy's Herald Square (New York, USA)
Macys.com
Martin House - Frank Lloyd Wright
Metropolitan Museum of Art (New York, USA)
Metropolitan Opera (New York, USA)
National Gallery of Art (Washington, D.C., USA)
Neiman Marcus
NeimanMarcus.com
New York Historical Society
New York Public Library
New York Transit Museum
Nordstrom
Olive & Cocoa
Pacific Northwest Ballet (Seattle, USA)
Paper Source
Paris Hotel (Las Vegas)
Plimoth Patuxet Museum
Plum (UAE)
Preservation Society of Newport County
Presidio of San Francisco
Ringling Bros. and Barnum & Bailey
Saks
San Francisco Museum of Modern Art (SF MOMA)
Seattle Art Museum
Seattle Opera (Seattle, USA)
Seneca Falls National Monument
Smithsonian Institution (Washington, D.C., USA)
Solomon R. Guggenheim Museum
Space Needle
Starbucks Coffee & Tea (Worldwide):
Asia Pacific, Korea, and China
Statue of Liberty (New York, USA)
St. James Cathedral (Seattle, USA)
St. Patrick's Cathedral (New York, USA)
Stonewall Kitchen
Sundance Catalog and Stores
Target.com
United States Holocaust Memorial Museum
Urban Outfitters
Williams Sonoma
White House Historical Association
World Meeting of Families - Pope Francesco's Visit (Philadelphia, USA)



Coming Home: A Seasonal Guide to Creating Family Traditions

In this intimate and heartfelt book, Rosanna talks about the value of ritual, connection, family, and returning home. She shares over fifty cherished family recipes and offers realistic suggestions of small ways to enrich our days and lives. *Coming Home* is a book that reveals what a home can be - a source of love, contentment, and great joy.

Published by Abrams: Stewart, Tabori & Chang.



Extend Childhood

I find that one of the biggest challenges of rearing an elementary- or middle-school-age child in today's world is figuring out how to slow down the breakneck speed of the back-to-school transition. Everything is amped up. Children are immediately enrolled in activities and have a heavy homework load as early as the first week of school. I'm constantly looking for ways to slow things down and allow my daughter to be a "little girl" unburdened by stress, for as long as possible.

Prolong your children's childhood. Don't push them to grow up before their time. I believe that the longer the childhood, the healthier the child. Let the end of summer guide you, and provide a way to slowly prepare them for reentry into the scholastic year. Schedule short vacations to nearby spots before school starts. Local parks, lakes, rivers, beaches, or mountains are ideal day trips or weekend getaways to make the most of the last days of summer. Get close to nature and enjoy every last bit of the golden rays of the sun.

I remember carefree afternoons spent in unstructured play as one of the best parts of my childhood

because the magic of that time in one's life is based on an ability to play creatively. During the summer, unfettered by homework and after-school commitments, the imagination takes center stage. I purposely avoid scheduling "play dates" in advance, and instead let them happen naturally. If my daughter wants company, we simply pick up the phone and see who's around. Luckily, one of her closest friends lives across the street. This is one way I try to revive the bygone tradition of spontaneous play and unstructured free time.

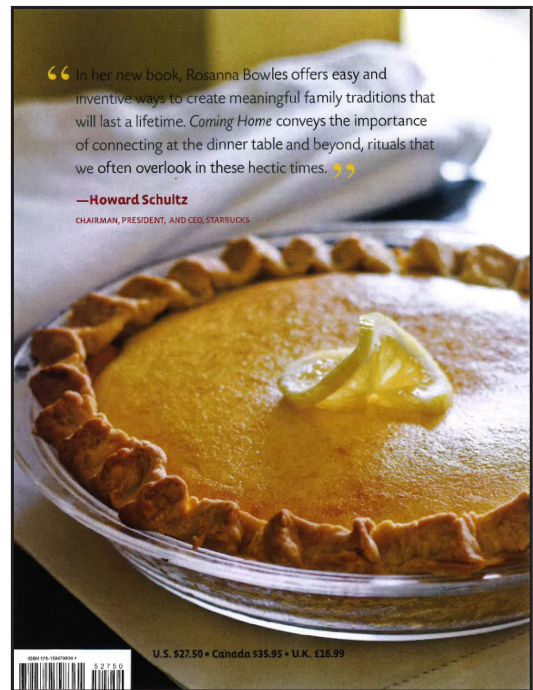
To encourage play that doesn't involve computers or electronic devices, I keep a large closet stocked with old clothes and costumes from my older daughter's theater days for dress-up. I also have an open kitchen, and I invite the children to cook when they feel like it. A real childhood, rather than a never-ending preparation for adulthood, is the greatest gift we can give our children. Childhood is a time in life to protect and nurture. Encourage kids to slow down. They have their whole lives to be adults. For the time being, let your children be children.

FALL 2015

“In her new book, Rosanna Bowles offers easy and inventive ways to create meaningful family traditions that will last a lifetime. *Coming Home* conveys the importance of connecting at the dinner table and beyond, rituals that we often overlook in these hectic times.”

—Howard Schultz

CHAIRMAN, PRESIDENT, AND CEO, STARBUCKS



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Expiration Date: August 31, 2024

WBENC National Certification Number: WBE2302415

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Authorized by Janice Greene, PhD, President &
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