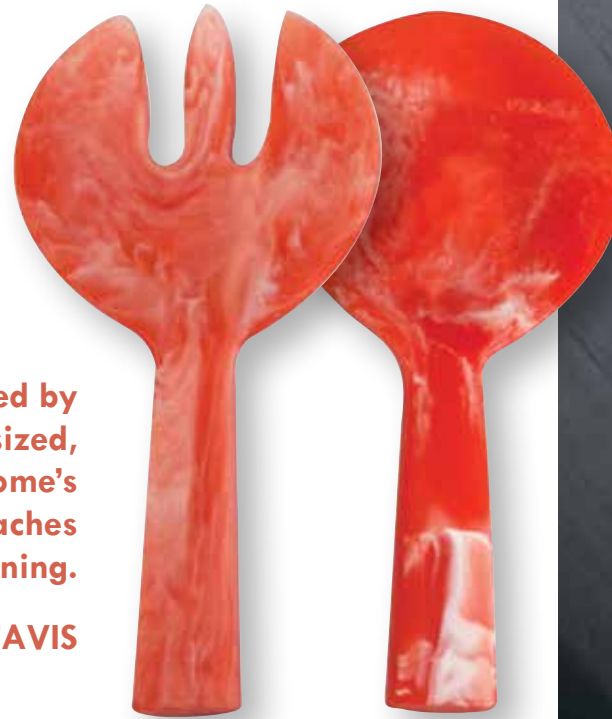


# NASHI HOME

RESINWARE AUSTRALIA

NASHI HOME is an 11-year Australian resin producer started by Craig and Natalie Wunsh, a couple in the market for colorful, oversized, statement pieces. Available stateside since 2016, Nashi Home's SWIRL is a handcrafted durable resin, inspired by the beaches of Sydney, ideal for outdoor and indoor entertaining.

BY AMY STAVIS



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*Swirl*, from Nashi Home, is an ambitious collection featuring hundreds of pieces covering up to 65 shapes (bowls, platters, vases, salad servers, cake stands, pendant lights, clocks, frames, and bathroom products among them) across 12 colorways. While *Swirl* isn't Nashi Home's only design, it is far and away its bestselling design, generating the lion's share of U.S. and global sales. It was the collection that launched the company in 2010 when Craig Wunsh alongside his wife Natalie recognized an opening in the market for inspirational statement-making tableware. "I've worked with resin for a majority of my career and I wanted to bring the material to life in the home category with practical



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pieces and colorful designs.” For a decade, the Wunshes owned a company which specialized in advertising on tabletops in shopping mall food courts, supplying the clear top resin tables which displayed advertising underneath. “It was our extensive knowledge of resin and Natalie’s design background which compelled us to expand from tables to tableware,” says Wunsh. Nashi Home (the name is a portmanteau of Natalie’s and two of the couple’s three children’s names) has been up and running since 2010, and available in the U.S. since 2016.

Longtime tableware sales exec Toni Forstik is the U.S. general manager. Formerly with Wedgwood, Bing & Grondahl, and Stuart Crystal, Forstik chanced upon Nashi Home at a New York trade show and was instantly smitten. “It was their first American market and Craig and Natalie were gauging interest for the product,” says Forstik. “That show was so successful and I understand why. They had a great display – big, bright pieces in beautiful, vibrant colors. I hadn’t seen anything like it and I’ve been doing this awhile. I never saw resin used that way. The colors are just fabulous. The product is lightweight, durable, and decorative. I knew I wanted to work with them.” The Wunshes were delighted, but not all that surprised; they knew they had a winner. “We were tired of plain, uninspiring products,” says Wunsh. “Resin is such a durable product – easy to use and clean – and the possibilities are endless in terms of shapes and colors. The beauty of it is that no piece is exactly the same. Each piece has its own originality and is individually made by hand.” All the goods are designed in house, crafted with a technique that allows colors to be swirled in, a nod to the beaches of Sydney. “The waves, beautiful aqua water, sand, and climate can be seen in the swirls, texture, and vibrant colors of our pieces,” says Wunsh.

**M**aking resin is a time-consuming process. “We’re one of a few companies that have really mastered the process with an extremely high quality and finish,” says Wunsh. (The product is made in China at a factory that produces solely for Nashi Home.) “As each piece is individually made a lot of love goes into the product,” Wunsh says. “From the first preparation all the way to boxing, it takes four days to complete a single piece.” Here’s how the process works: a liquid resin is poured into a mold. How it’s poured determines the swirls, which is why you don’t see the same design twice. The resin sets and expands as the temperature is carefully monitored. “Once the piece is removed from the





... mold it's in what we call a raw state. This is when each piece is buffed and polished to create a smooth, tactile, glasslike beauty."

The FDA approved, food-safe, and shatter-resistant *Swirl* debuted in three colors – white, aqua, and black – which remain the core and bestselling hues. Another nine colors followed as *Swirl's* success grew, including mint, apricot, yellow, navy, emerald, and pink, introduced last year and already a top seller. The most popular colors sport as many as 65 SKUs; smaller collections maintain a robust 31. Some quick math reveals at least 1,000 *Swirl* SKUs. The everyday large bowl is the most popular shape. Retailers range from \$15 to \$400. Dollar volume in the U.S. has been quite dramatic, doubling one year to the next. "This year will be no different," claims Forstik. "The key has always been having the right inventory, and our price points are very competitive."

Colors are developed with the U.S. in mind. (Emerald and pink were made for us.) "The color possibilities are endless," says Wunsh. "Almost any color is possible to match. We mix colors to create new looks and pieces. We have

extremely bright and vibrant colors and softer more pastel colors. Our colors are adjusted seasonally. We're expanding our range further by launching the solid Luxe collection which is a range of solid colors." Color launches follow trends, according to Wunsh. "We generally have our core range of colors for all markets. However, we also have specific requests from international markets for unique color trends. We have the flexibility to create new colors and pieces for all markets. We also work closely with distributors, reps, and retailers to develop colors and pieces they recommend. Retailers provide us with a product wish list of what their customers want. *Signature Swirl*, for instance, was designed for the U.S. market based on requests for larger serving items."



**NASHI HOME**  
RESINWARE • AUSTRALIA



*NASHI HOME started when we became tired of plain uninspiring tableware. In Australia, we have a very laid-back way of life and enjoy simple, carefree entertaining. We wanted to create not only a beautiful but a functional range of products with the sole intention of livening up peoples' homes.*

**CRAIG + NATALIE WUNSH**

Now that the company is well established in Australia, the U.S. is a key focus, followed by the Middle East and Europe. "Covid, however, has restricted some of our growth opportunities," says Wunsh. But the company is prime for advancement. "We've spent the last six months upgrading our manufacturing facility and installing new equipment," Wunsh apprises. "This will allow us to continually increase production capacity. Our aim is to make sure that we can support the U.S. market while expanding to other world markets. We currently have capacity for 25,000 pieces a month which will substantially increase this year as we expand our business into new product ranges and enter new international markets." But the U.S. remains top of mind. "We feel that American life is very influenced by great food and informal entertaining," Wunsh suggests. "Our aim is to liven up homes and restaurants with beautiful colorful pieces that bring a wow factor to entertaining. Americans have an open mind, love to try new products, and have a great deal of individuality which you can definitely see with our products."

So far, Forstik has opened 300 accounts, including Macy's and Anthropologie. "But our focus has been finding the best independent retailers, and we have," she says. "And despite Covid, we've been posting major increases because I made sure we had inventory. That's something big that we did right." (The product is warehoused by a third party in New Jersey.) While sales are mostly to women making a self purchase, *Swirl* is clearly a great gift. "It's a terrific collection for a store that wants something different," says Forstik. "This is going to be a strong year as we increase our exposure on social media and get out our message

**VIGNETTES OF SWIRL DISPLAYED AT INDEPENDENT STORES ACROSS THE COUNTRY INCLUDE, FROM TOP LEFT CLOCKWISE: HOME GROWN/HAVERFORD, PA; BORSHEIMS/OMAHA, NE; BAIN'S OUTDOOR LIVING/RUMSON, NJ; HOAGLAND'S/GREENWICH, CT; PAPER + MORE/OKLAHOMA CITY, OK.**

to retailers who don't know us."

The next year will also be big for product development. "This is really an exciting time for us," says Wunsh. "As the product is so durable it gives us the flexibility to do so much. We'll be extending our range and focusing on furniture. We'd also like to get into funky DIY bathroom sinks. And we'll be looking into introducing new materials to incorporate with the resin, such as metals and woods. The possibilities are endless. It's just a matter of meeting clients' expectations and needs." That notion really energizes Forstik. "*Swirl* will always be our go-to range, but Craig can do so many things with resin. We're excited to see what he brings us next."