



Polling indicates that approximately half of U.S. consumers are willing to pay about 10 percent to 20 percent more for products made domestically, and older consumers are willing to potentially pay even higher prices. Baby Boomers, for example, are more likely to ignore the higher price tag (only 9 percent felt that goods made in the U.S. are too expensive) compared with Gen X, Millennials and Gen Z, who tend to be more price conscious. Millennials are the most likely to balk at the higher prices of Made in the U.S. goods, with 23 percent suggesting that products made here are likely more than they are currently willing to spend.

### ***How U.S.-made Resonates***

Of the factors that drive sentiment among consumers who are willing to pay more for American-made, sustainability and health factors are primary considerations for younger generations that are wielding their buying power. Worried about toxicity in their homes, particularly when it comes to the furniture they sit on, they want to know where and how these products are made, something that is more transparent from domestic manufacturers.

"Consumers want to know the fabrics, and nuts and guts of their furniture," Langdon says. Langdon also designs U.S.-made furniture with Fairfield Chair, and she finds that being able to tell the fabrication story resonates with her design clients. "I've been in the factories and I've seen the operations. I know where the fabric and foam come from, and everything that goes into making that furniture," she adds. "You're sitting on your sofa and chairs. There's a big focus on making sure those pieces are made in the U.S." She adds that for other categories, such as lighting and home decor, where she also has licenses with such companies as Crystorama and A&B Home, the domestic manufacture conversation is not as relevant. "People don't ask as often about where products are



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**Interior and product designer Libby Langdon finds that her clients are inclined toward furniture made in the U.S. Her furniture collection with Fairfield Chair delivers.**

manufactured in those categories," Langdon notes.

"Most of the materials in lighting are non-porous and not high-touch materials," adds Dominion Lighting's Rowan. "It's metal finishes and glass. Because so much of the lighting is on the ceiling, consumers don't tend to touch it." As a result of those factors, he adds, the home health concerns are not as prevalent. From a health or sustainability perspective where lighting is concerned, consumers are more attuned to such things as energy efficiency or the circadian rhythm effect of how lighting affects our moods. "If it touches or goes in your body, consumers care about where it's made. In lighting, it's not as important," Rowan continues.

Another concern among consumers in relation to where their home furnishings come from is a desire to see U.S. job growth and ethical manufacturing practices.

At Coco & Dash, the Garrigans source as much of their product as possible from domestic manufacturers and as little as possible from China, with the exception of blue and white porcelain which is an iconic pattern from that region.

In addition to having better control over shipments and quality, Garrigan notes that it's important for her company to support local manufacturers and makers to support economic growth in the United States.

"We want to be supportive of companies and workrooms here because they are putting people to work," she says. "There are some very talented makers in the United States that deserve our business. These makers and artisans work so hard for their craft, and I wish there were more of them." Garrigan adds that the closer to the Dallas region she can get with the makers supplying her retail store, the better.