HOME FURNISHINGS

Lladr appoints new CEO of the Americas

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Lladr has opened its first Hamptons pop-up. Image courtesy of Lladr

By STAFF REPORTS

As it looks to refresh its brand, Spanish porcelain house Lladr has named Sandra Jordan its CEO of the Americas.

Ms. Jordan comes to Lladr with years of experience at fashion companies including Calvin Klein and Salvatore Ferragamo. The executive is arriving at Lladr as it looking to position itself as a leader in luxury lifestyle through new product lauches and marketing.

Fashion to home furnishings
Ms. Jordan started her career in fashion, working for companies such as Kenneth Cole and Gant to grow revenues and develop new business. She then went on work for paper brand Crane & Co., leading its turnaround.

After that, she worked in Robert Allen Group's residential division as the vice president of sales before launching her own consultancy, the 42nd Parallel, in 2017.

Sandra Jordan. Image courtesy of Lladr

Since joining Lladr, Ms. Jordan has organized the brand's first pop-up experience in the Hamptons. The concept store, which sells figurines, home dcor, fashion accessories and lighting, opened June 8 and will run through September.

Lladr recently launched its Light & Scent collection, which includes lamps, diffusers and home fragrances.

"I am delighted to be part of the evolution of this historic brand and to bring it into the future as a pre-eminent part of the luxury lifestyle market," Ms. Jordan said in a statement.

Increasing consumer confidence, growth in new home construction and the rise of the millennial homebuyer are set to boost the market for home furnishings.

A new report from Brown Gibbons Lang & Company notes that the housing market in the U.S. has been growing 4 percent year-over-year. As consumers build and buy new homes, dcor is poised to benefit as consumers seek out furniture and accessories to fill their houses (see story).