MESSAGE FROM DAVID LITTMAN

Dear Friends,

After a busy holiday season, and a record winter Dallas International Lighting Market, it’s time to take pause and look back at the amazing things we’ve accomplished in the past few months – and take a look at what’s coming up for 2015.

I am proud to say that this past Dallas Market was our most successful to date. We tirelessly walked our sales reps through the new collections and they in turn held countless successful meetings with our customers. This was also Kellee Hollenback Hammond’s third market leading our team, and her second Dallas Market as our V.P. of Sales and Marketing. I’d like to thank her for knocking it out of the park! I’d also like to thank our entire support team in Dallas and back on the home front on both coasts that helped us to go beyond our sales goals.

This year, we launched the largest amount of new products collectively – more than 400 fixtures. All of these designs have one constant: Every part is made using the finest materials by true artisans using the most meticulous processes. In addition to new Troy and Corbett releases for 2015, we also launched a stunning Hudson Valley Lighting® series of products that are influenced by modern art. Just as Cubism attempted to dismantle objects, analyze them and reassemble them in new ways for the beholder to see something afresh, we took apart lasting designs in lighting and recombined them to create bold new forms. Many of our new designs actually change as you move around the fixture. We are also thrilled to introduce our own LED bulbs that mimic the look of early electric bulbs. These bulbs fit into most of our designs across all brands, offering even more variation within hundreds of our fixtures – and lower energy costs.

As many of you know, our 150,000 square foot TroyCor factory in the Philippines is up and running and at consistent production capacity with more than 400 employees. A new TroyCor video with a behind-the-scenes look into the meticulous development, hand-crafting, and attention to detail in making all of our Troy and Corbett fixtures is also up on our Littman Brands YouTube channel. Click here to view the video. In addition, we are also continuing to produce up-close, detailed video content for many of the new collections which will be uploaded on YouTube, used for our website product pages and as part of our Digimarc® content very soon. Just use the Digimarc app to any corresponding page with this logo and watch the fixtures come to life on your smartphone or tablet. This technology is becoming more and more mainstream as a tool in our industry and for consumers to view our collections, so we are proud to say that we were one of the first companies to implement this technology into our marketing strategies.

We also recently unveiled our latest Winter 2015 edition of Larger Than Light magazine, featuring some high profile projects that showcased our lighting this year, including the San Francisco Decorator Showcase and an interview with the designer of House Beautiful’s Kitchen of the Year, Steven Miller. We also feature the Orange Country Philharmonic House, which was a gorgeous project that utilized more than 20 of our designs. This was our largest edition of Larger Than Light yet, and the feedback we have received has been incredibly positive. You can read the latest issue online here.

It’s been a great start to 2015 and we couldn’t have done it without our relentless and dedicated Littman Brands family. Thank you.

Best regards,

David Littman
Founder and Chairman, Littman Brands
MESSAGE FROM STEVE NADELL

Dear All,

It’s been a busy past few months for Corbett and Troy, especially coming off such a strong ending to 2014. This winter market, Corbett Lighting launched more than 50 new fixtures and Troy Lighting launched more than 175 fixtures, including a large amount of traditional and contemporary outdoor options with many designs made in our factory in California. CSL® (Creative Systems Lighting) also continued to push the boundaries of innovation with new technologies in architectural and task lighting including high-performance LED pendants with interchangeable optics available in multiple sizes in a variety of powder coated finishes.

I enjoy presenting our new designs during market because I get to share some interesting points and facts about the inspirations, engineering and fabricating techniques of our new releases. Corbett Lighting’s latest collections incorporate groundbreaking designs, and the feedback at market was great. A standout was the Element series because of its molecular and organic design. On the other hand, many people said that the series actually reminded them of the childhood game Jacks! Also for the first time, we created a fixture collection using fine porcelain – interpreted in the feminine Lily series. Each fixture bouquet configuration is filled with beautiful, finely detailed translucent porcelain flowers that give off wonderful soft illumination. Designing this collection was both a challenging and extremely rewarding experience, as getting the flowers just right was crucial. We also had a blast (and some laughs) developing Media – a sculptural design dominated by a cluster of different sized letters of the alphabet in mixed finishes. It is almost like a typewriter is flinging the letters outward. In fact – the clever stems that suspend each letter actually look like old-fashioned typewriter arms. The response has been so positive, we are even producing a custom version of Media with Arabic letters for one of our customers in Dubai. As in all of Corbett Lighting’s designs, our creations reinforce the idea that decorative lighting can also serve as a “work of art.”

Our newest interior collections from Troy Lighting stayed true to Troy’s roots but pushed the envelope of traditional design by incorporating color, artistic creations, futuristic shapes and interesting materials. One of my personal favorite new additions is the Street Art series. It’s hip, it’s fun and it’s edgy – a perfect design for a cool restaurant or gastropub! The name says it all with features like a round, corrugated and weathered fence-like pendant surround that captures the artistic vibrancy of city life and an interior filled with colorful graffiti-inspired spray paint designs. We also created an Aviation collection, with three new families that evoke the look of vintage airplanes (look for a feature in this newsletter).

In addition, we just completed our Troy Lighting brand inspiration video which is currently on our Larger Than Light YouTube channel. We think this short overview conveys the creative spirit, passion and feel-good mood of Troy’s casual yet substantial brand DNA. Click here to access the video. Once on our Larger Than Light video page, scroll down to see our newest series we are building out. We name these videos, “behind-the-scenes” because we are sharing some of the intricate and specialized aspects of what goes into crafting our products. The first set includes: Corbett’s Fathom from start to finish (in a quick time-lapse sequence), the second, our hand-leafing process that shows the hours of work that goes into each fixtures, and third in the series, is a close up look at our meticulous hand finishing, crafting of unique elements, and the attention to detail in making all of our Troy and Corbett fixtures.

So, as you can see, our hard work has really paid off. We are thrilled with all the new collections and can’t wait to see how these new designs play out. As always, we will continue to set our brands apart with out of the box designs, and we look forward to Littman Brands’ expansion in the year ahead.

Take care,
Steve Nadell
President, Troy-CSL
LITTMAN BRANDS BLOGS – LIVE!

Littman Brands is pleased to announce that the Hudson Valley Lighting, Corbett Lighting and Troy Lighting blogs are all LIVE and loaded with exciting, beautiful content. These blogs tie into topical, on-brand subjects and trends to further increase brand awareness online and through social media, while reflecting the flavor of each unique brand.

Hudson Valley Lighting’s blog focuses on the latest trends and fixture tips and guidelines, Corbett’s blog, “The Spotlight” focuses on the latest fashions and trends, while Troy’s blog, “The Filament” highlights rustic and industrial influences. All blogs will showcase the brands using mood boards, photography and other inspirations.

Click on the icons below to see the latest on our brands’ blogs!

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LARGER THAN LIGHT ON INSTAGRAM

We also wanted to remind you about our Larger Than Light Instagram account and encourage you to participate by sending your photos to Instagram@littmanbrands.com! We are calling on sales reps and agents to send us photos of Littman Brands’ lighting fixtures, showroom displays, job site installations and inspirational pieces.

WE ARE LOOKING FOR THE FOLLOWING KINDS OF PHOTOS:

- Corbett, Troy and Hudson Valley showroom displays
- Corbett, Troy, and Hudson Valley fixtures used in installations (residential and commercial)
- Antique or museum/gallery lighting installations
- Inspirational shots (cool architecture, interesting art, etc.)

When sending a photo of a fixture, please include the name of the fixture and location and city.

While we do not expect professional level photography, please try your best to hold phones steady and make sure the photo is properly framed and in focus. Feel free to add your own photo filters.

Please note: While we appreciate your contribution, all photos are subject to review before they are posted on Instagram and may be rejected if they do not meet the standards set by Larger Than Light.

Thanks for your help. Start sharing and Instagram-ing today!

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Dear Littman Brands representatives:

We are always on the lookout for engaging content to feature in our newsletter.

If you would like to showcase your project photos, case studies or more in a future edition of the Littman Brands newsletter, please send your information to david@drsandassociates.com.

Designer: Heather Segreti, Segreti Design • Photo: Arnal Photography www.arnalpix.com
EMPLOYEE SPOTLIGHT
Jeremy Hamilton, Quality and Product Manager, Troy-CSL
(handles Troy Lighting and Corbett Lighting)

Jeremy is Steve Nadell’s right hand man from development to production for Troy and Corbett decorative product. Although he is very private, Jeremy shared some insight into his demanding role during a quick lunch at winter Dallas Market.

What is your official title and how many years have you been working for Littman Brands/Troy-CSL?
I’ve been with Troy-CSL for the past 18 years and my current title is Quality and Product Manager. When I first came to the company, I was hired into the customer service department and I’ve been on the move ever since. I have held roles and worked in several departments.

You wear many hats, can you describe your responsibilities?
I work closely with Steve on product launches – which covers every facet of the process including developing the design, finding materials, working with the vendor, traveling overseas, numbering the products, pricing the products, photography and getting the actual final products off the dock and into our offices or the Dallas showroom in time for Dallas Market. It’s an ever changing role and is always exciting with many challenges.

Do you have any memorable Troy-CSL/Littman Brands moments that you can share?
Yes, I have experienced many memorable moments throughout these 18 years but I would have to say that some of the best times were extremely late work nights overseas. Everyone is exhausted and wants to get the job done and at the same time, everyone seems to get a little goofy. There are some very funny moments that take place.

What is it like to work so closely with Steve Nadell?
After almost 8 years, I consider Steve family, he’s like a brother. We travel together all the time, and that is many many hours spent together. I also have a lot of respect for him. He is an incredibly creative person and I am always learning something new. I am constantly surprised by his latest product creations, they are always fresh and innovative.

What do you like most about working for Littman Brands/Troy-CSL?
I like that my role constantly changes to meet any challenge that comes. Working for “family” also creates a large amount of pride when a job is well done. Seeing the finished product hung beautifully in the showroom and watching everyone see if for the first time is always fun and makes the hard work and last minute changes worth it. We also have great fun naming all of the concept names for each collection but unfortunately, in the end, we have to give them less controversial names for the final catalog.

What are some of the biggest challenges with working in the lighting industry?
The biggest challenge for me personally is being away from my family. I do a lot of traveling throughout the year, and the long hours before an introduction can seem like being out of the country. The second biggest challenge is Murphy. For some reason a guy named Murphy has to come along and make a law. It’s rare that we don’t have at least one issue come up – some are small, easy fixes, while other problems can involve a complete redesign at the eleventh hour. A major challenge this year was getting the product delivered. Some things that shipped in October didn’t arrive until Mid-December. There were issues with the ports overseas as well as Long Beach, California. Things like this, that are completely out of our control impacted us greatly as we didn’t receive our product in a timely fashion. It was a whirlwind from Christmas Day until January 14 when market opened!

What is your favorite new Littman Brands fixture?
This is a very difficult question for me. From Corbett, I would have to say the Lily family. I feel that this fixture is a little bit of a departure from many of our other families. It is an incredibly beautiful family. The use of the bone china added a very soft contrast to the frame which is hand formed into a very detailed branch like structure. From Troy, I like Street Art and Dinner Date. These are the Yin and Yang of the what I like to refer to as the Troy artistry line. One is a very rustic and manly fixture while the other has a more light and modern feel. The Street Art series makes me want to turn up the volume on some very crazy music.

What do you enjoy doing outside of work?
I spend most of my time outside of work with my wife when she is around (we work opposite schedules) and my kids. There is nothing that I would rather do. When I am alone I am most likely listening to music. I have a large collection of diverse music from Beethoven to Skinny Puppy. I like many different types of music but you will most likely hear me playing some older punk or industrial music.
PRODUCT SPOTLIGHT
Flying in fresh from Dallas Market, Troy Lighting introduces the Aviation Collection, which celebrates the era that changed the destiny of air transportation. Interwar aircraft of the 1930s transformed into modern airliners almost overnight – and that movement piloted the rise of Boeing and Douglas. It was also a time for improvements in airfoils, propellers, engines and instruments – and certainly innovations in construction techniques and materials.

Troy Lighting celebrates this milestone in history with its aerodynamic new collection inspired by the gleaming metal and streamlined curves of these mid-twentieth century flying machines. The Aviation Collection evokes the look of vintage airplanes with the modern additions of powerful lighting design, including high-performance LED technology together with handcrafted and fabricated metalwork. Let’s take a closer look at these new lighting fixtures evoking this exciting era of aviation.

1. FLY BOY
Fly Boy possesses vintage style with a modern edge. The top side of the aerodynamic shade is constructed from hand-worked iron, finished in a weathered antique silver, while a patchwork of hand-polished vintage aluminum panels are fastened together with rivets to create the reflective interior. The two surfaces are joined together at the edges with an aged brass trim ring which creates a subtle accent. At its center is a gleaming ribbed glass diffuser that houses the light source. Suspended from real aircraft cable attached to the ceiling canopy (also detailed to match the metalwork accents), Fly Boy is available in a variety of pendant styles and sizes, as well as semi-flush and mixed metal wall sconce.

2. IDLEWILD
Idlewild Airport, now recognized as the mammoth JFK International Airport, was ahead of its time in architecture and interior design. If you could step back in time and visit the mid-century facility, you would find the inspiration behind Troy Lighting’s Idlewild series. Idlewild’s hand-worked iron and vintage aluminum panels are welded together to form a striking retro yet modern four-tiered pendant, accented by exposed rivets and finished in aviation gray. Each pendant is suspended to a matching canopy with real aircraft cable. At its core is a dimmable LED light source which delivers powerful illumination down a fluted glass diffuser with inside frosting. This glowing beam of light is capped on the top and bottom with a polished aluminum assembly of faceted panels; the bottom retains a rippled safety glass lens. Idlewild is offered in a variety of pendant sizes, as well as a one-tiered wall sconce and a polished aluminum flush mount.

3. MITCHEL FIELD
Named after the famous Long Island air force base, Mitchel Field is a futuristic throwback to American military aviation during the 1920s and ’30s. Precision cut strips of aluminum are hand-layered, welded together and placed in a streamlined, orbiting and tiered formation. The circular bands are accented by exposed rivets at each seam. The exterior is finished in vintage aluminum, while the interior features a rustic tone and clear fluted glassware with inside frosting. Casting a rich glow from its powerful and dimmable LED engine, Mitchel Field is available in four pendant sizes, as well as flush mount and wall sconce. Equally suited for a mid-century modern property or a new architectural masterpiece, each fixture in the collection creates a subtle statement.
Alison & Company has been in business since 1985. Can you tell us a little more about the history of the company and how it evolved into a family business?

I’m sure the beginning of the Alison & Company story is very similar to many of the agencies in our industry. After working for a lighting manufacturer in Southern California where my parents Tad and Sue met, and after moving to Texas to work with another sales agency, they struck out on their own representing their first line, Troy Lighting. The next two decades fine-tuned our manufacturers, our territory, our customer base and our agency members. I was born in 1985 when Tad and Sue started the agency, and technically I am the newest member of the Alison & Company team. Tanya Patnode has worked with us for over 20 years and helped spearhead the Hospitality/Contract side of Alison & Company. My aunt, Janna Wilford, and uncle, Jim Beard, both made the move from Southern California to Dallas and Alison & Company in the nineties. John David Finegan and I have known each other since kindergarten; he started helping Tad and Sue with order entry and IT solutions in high school and is now half of our distributor sales team. Leticia Leech worked for Corbett Lighting when the company was based in Dallas and is our order expediter for the Hospitality/Contract side of the company. So, I don’t think there was ever an intention to start a family business, it’s just a business that became family.

What made you decide to stay in the family business? Was there a road to this decision?

Growing up, I didn’t want to work at Alison & Company, but during my last year or two of college, I wanted to give it a shot. There was a sales position available in the Hospitality/Contract side of our agency, and I thought it would be the perfect opportunity to gain sales and business experience. Seven years later, I am definitely still learning and building experience every day.

What are the unique advantages and challenges of working in a family business?

The advantages of working for Alison & Company come more from working for Tad and Sue than “mom and dad.” I get to come to work in a positive and motivating environment and work with experienced and helpful people who just happen to be my family. The only challenge is you can never fake a “sick day” to your mom!

How many years have you been representing Littman Brands?

What do you like most about representing them?

I believe we’ve represented the Littman Brands family since they became established. We also had previous relationships with both Troy and Corbett, and I appreciate the relationship that we’ve built with these brands and their employees for the past 30 years. When I was growing up, we had a classic Corbett bowl pendant over our kitchen table, and it is just amazing to think of the growth over the years. Not only the growth and development of Corbett into the award-winning product line it is today, but also in our agency – from our kitchen table to where we are now.

What are some of the biggest challenges of working in the lighting industry?

The biggest challenge is definitely education. I hosted a luncheon recently where a designer said that her restaurant clients don’t like LEDs “because the color is terrible.” That is the moment to be the expert resource and help educate product specifiers on the different technologies and capabilities that are available to them and their projects. We all know that LED color isn’t “terrible,” and we have to take the time to have the “Technology Conversation” with our specifiers often, and make that conversation effective and entertaining. Building that level of trust in lighting knowledge and expertise with my specifiers is very rewarding.

Do you see any particular lighting trends that you would like to share?

I feel that the Mid-Century look is very much alive à la Hudson Valley’s last release, and also there has been a lot of requests for the more refined rustic look. Finding a way to make pipe fittings sculptural and elegant is very much up Troy’s alley.

What are your favorite Littman Brands fixtures and why?

I love the Recoil from Corbett. It has great scale, multiple incorporated finishes, and the sculptural feel that designers love from Corbett. I also love the new Atomic series from Troy. It’s just a super fun and affordable LED series that lends itself well to low ceiling height spaces that still need a large scale fixture. Lastly, I love the Deyo table lamp from Hudson Valley. It’s just all of my favorite things combined.
PRESS HIGHLIGHTS

LITTMAN BRANDS
Luxe Interiors + Design (national and all regional issues) –
Two page feature profile – winter 2015

CORBETT LIGHTING
Ocean Home – Parc Royale – December/January
New England Home – Rockstar – January/February
Casa Vogue – Poetry – December

CSL® (CREATIVE SYSTEMS LIGHTING)
Miami Design – Hexagon – November
Palm Beach Design – Hexagon – November
LD+A – Waymarkers – November

HUDSON VALLEY LIGHTING®
Miami Design – Albion and Lansing – November
Alaska Home – Ashton – fall
The Society Diaries -Glendale – November/December

TROY LIGHTING
Miami Design – Vortex, Sanctuary and Atomic – November
Ocean Home -Adirondack, Blink and Whitman –
December/January
Westsound Garden – Collins – winter 2015
UPCOMING AD PLACEMENTS

HUDSON VALLEY LIGHTING®
Traditional Home – Pembroke – April
Veranda – Wentworth – March/April
Luxe Interiors & Design – Dresden – Spring 2015

CORBETT LIGHTING
ELLE Décor – Element – April

TROY LIGHTING
ELLE Décor – Odyssey – March
House Beautiful – Odyssey – March
House Beautiful – Outer Banks – April

GET ENLIGHTENED!
View the Winter 2015 issue of LARGER THAN LIGHT, a biannual lighting magazine with designer tips and style ideas for those who want inspired design at home, work and all around.

Click here to view online.