



FOR IMMEDIATE RELEASE

New Sega Home Textiles Debuts Jonesworks Design™ Bedding at NY Market Week

WESTPORT, CT – [2018] New Sega Home Textiles, Inc. will be introducing the Jonesworks Design™ collection of decorative bedcoverings and coordinating bath products. Designed by Jason Jones, this collection is modern, casual, and affordable. The collection features Jason Jones' unique design aesthetic combining rich textures and patterns on comforters, pillows, shower curtains and other coordinated home textile products that bring unique design and good taste to the modern home.

The collection will debut at New York Home Fashions Market Week in March, 2018 at New Sega Home Textiles' showroom.

“With Jason’s eye for design and technical ability to pull the ensembles together he just nails it. New Sega Home is proud to have been chosen as his partner in bringing his collection to market.” said Vincent DeRosa, Vice President/Sales & Marketing.

Jason Jones, the creator of Jonesworks Design said about the collaboration, “I am thrilled to be bringing the Jonesworks Design brand to life with New Sega. As consummate and respected professionals in bedding and bath, they have allowed me the freedom to express my vision for the modern, casual customer in new ways. Our fresh approach allows customers to customize their bedding with an exciting mix and match program of trend-right patterns inspired by today’s fashion.”

This opportunity was brokered by Moxie & Co., licensing agent for Jason Jones’ Jonesworks Design.

About Jonesworks Design™.

Jonesworks Design is the brainchild of Jason Jones. Over the course of a long and ongoing career in the home décor industry, Jason Jones has been fortunate to develop product for retailers like Ralph Lauren Home, Williams-Sonoma, Crate & Barrel, Elle Decor, and HSN. He has helped designers like Todd Oldham, Emily+Merrit, Iris Apfel, and Cyndi Lauper bring their home decorating visions to customers across the globe.

Realizing that his own unique voice was an untapped opportunity in the marketplace, he formed Jonesworks Design in 2015. Dubbed “intentionally casual”, Jason builds collections that are curated yet informal making decorating as easy and accessible as putting together a great outfit. Believing that thoughtful, chic décor belongs in every home, Jonesworks Design

uses elevated materials and constructions to create assortments that are effortlessly chic, yet priced for real life. Jonesworks Design – for the well-dressed home.

About New Sega Home Textiles

New Sega Home Textiles USA, Inc. is the recently opened sales and marketing office established by a formidable Nantong, China based home textiles manufacturing entity of the same name. New Sega USA's mission is to bring tastefully designed, high quality, and affordable home textiles to the marketplace. Merchandise categories include decorative bed coverings, bed sheeting, decorative pillows, shower curtains and bath accessories, down alternative bedding, and a unique air mattress concept marketed as the Guestroom Survival Kit™. New Sega's products are sold under the R2Zen™, Brown & Grey™, and Izalia™ brand names. New Sega has also successfully launched the Sara B.™ home textiles collection which was introduced in September, 2017. The showroom is located at 261 Fifth Avenue, suite 2303, New York, New York 10016.

About Moxie & Co.

Moxie & Co. is a full-service global brand management and licensing agency. Headquartered in Westport CT, Moxie represents a diverse portfolio of designers and well-known brands including The MTA (The New York City Subway), Molly Hatch, Hello! Lucky, and Raggedy Anne and Andy to name a few. Moxie develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. For more information, visit www.moxieco.com.

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