



OUR MISSION

We strive to be **The Company You Keep** by providing design, product and service with integrity.

- » We design exclusive home and living décor products and private label programs with elegance, style and the finest quality in mind.
- » Our goods brim with vitality and charm, and raise the calibre of your product range above the competition's.
- » Behind the scenes, we support your business with the latest technology, a state-of-the-art distribution centre, and complete customer care.



IN BRIEF

In 1964 Danica Imports started bringing in elegant European kitchenware to the North American market.

Now Designs began in 1967 in San Francisco, manufacturing sophisticated kitchen textiles and linens.

In 1984 Rodney Benson and Jeremy Braude purchased Danica, and in 2004 acquired Now Designs, creating a single home décor design company with inimitable style and flair.



NOW AND THEN

Our corporate head office and design and distribution facilities are located in Vancouver, B.C., with manufacturing facilities located overseas.

We have an in-house team of product developers and designers. Together, they create exclusive and unique ranges each season for retailers of all sizes who desire home and living décor collections of the highest quality.

It's this attention to detail, in combination with our ability to provide our customers with superior merchandising opportunities that results in our continuing success.



CREATIVE + DESIGN

'Superior products require superior design.'

At Danica, creative designers draw from their extensive backgrounds in commercial design, and the results are outstanding. Colours are intentional. Patterns flow. Lines have purpose. Designs are refined.

This expertise in illustration, graphic and packaging design can be seen in everything Danica and Now Designs compose, resulting in unique and professional designs for the retail market.