

Staten Island Advance



SWEET WAY TO WELCOME SPRING

Nostalgia fuels renewed interest in the pineapple as a symbol of hospitality

By ANDREA BOYARSKY / STATEN ISLAND ADVANCE

The pineapple has long been recognized as a symbol of welcome and hospitality in this country. It's not surprising, then, that it's enjoying a resurgence in popularity as a decorating motif at a time when Americans are seeking the comfort of hearth and home.

"We've seen a healthy jump in popularity for pineapple decor with the new decade, as consumers are tapping what's nostalgic and uplifting from the past and bringing it into their 2010 homes," said Chuck Casto, spokesman for CSN stores, an online retailer that currently offers more than 200 pineapple-themed items, including mirrors, lighting, cookware and wall art.

According to Casto, the company's sales of pineapple decor doubled last month compared to February 2009. In addition to CSN, a sampling of retailers we found offering pineapple-themed items includes Kohl's, Target, Kmart, Williams-Sonoma Home and Shaw Floors.

positive, engaging symbol of hospitality, that it automatically makes guests feel welcome," Casto said. "Designers and manufacturers know that, too," he continued, "and have produced literally hundreds of items integrating the pineapple motif. That's why it's a great time to make a pineapple-themed purchase ... you have more choices than ever."

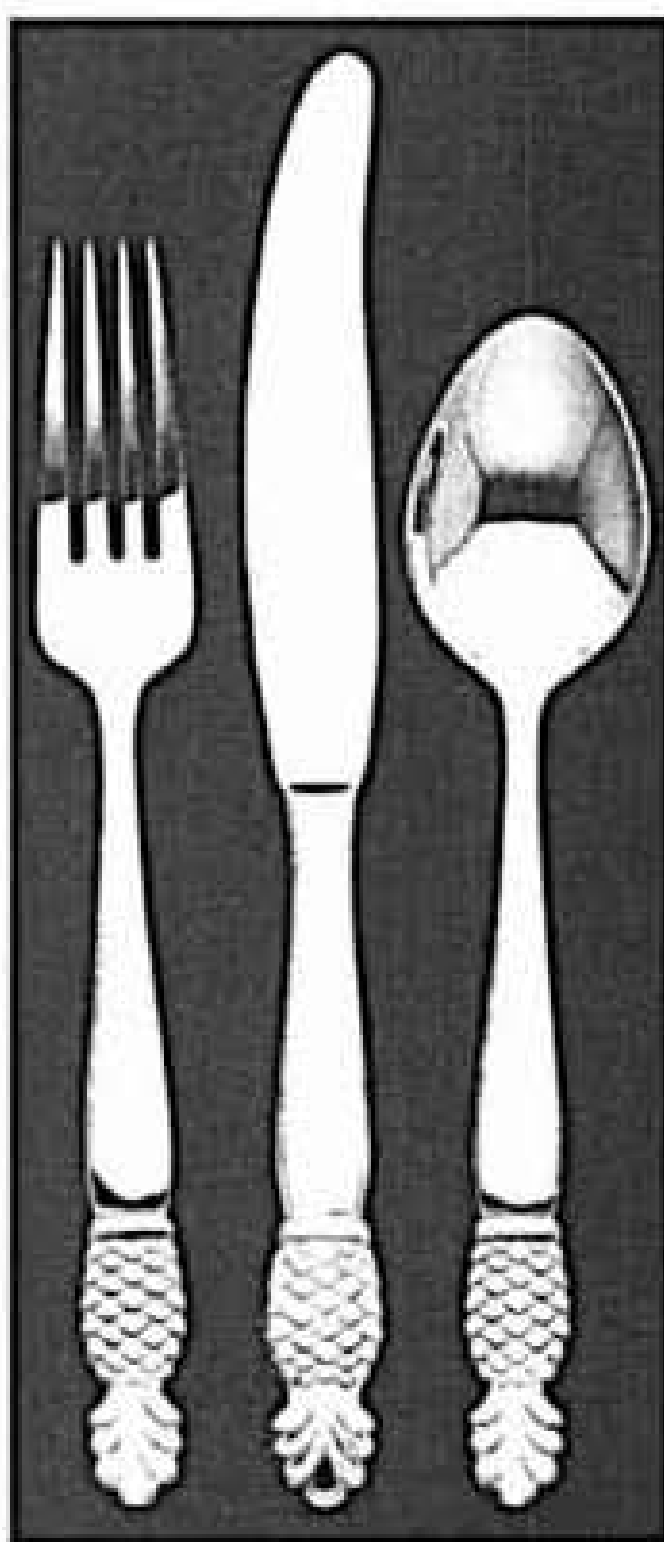
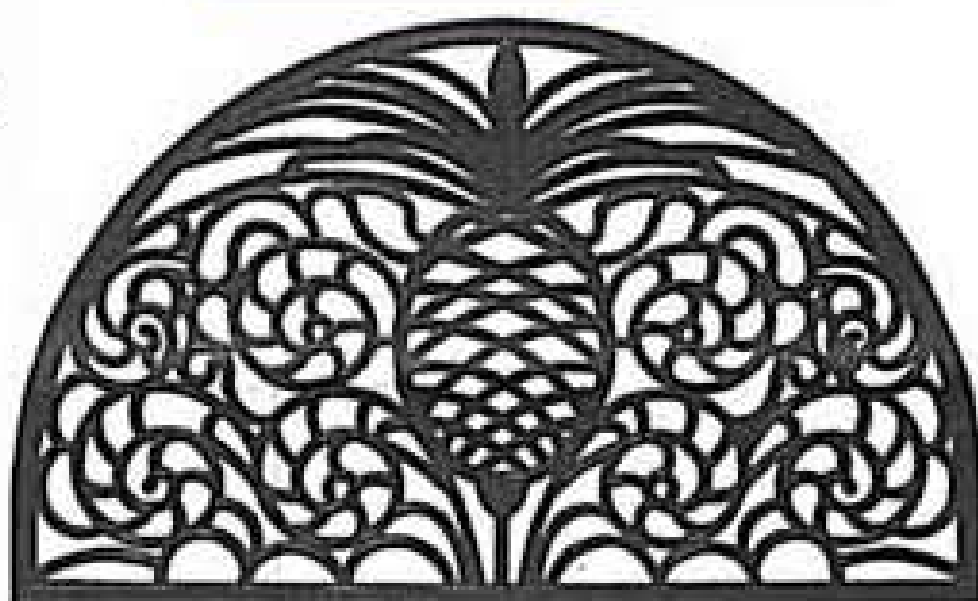


PHOTO COURTESY OF CSN STORES

Ginkgo's Pineapple collection offers a uniquely tropical take on flatware. It's great for those looking to complement a pineapple/tropical/fruit motif or those just looking for something different. Items available include a 20-piece flatware set, four-piece hostess set and five-piece place setting; \$29.99 to \$99.99 at www.csnstores.com.



Imports Unlimited's Half Round Recycled Rubber Pineapple Novelty Doormat; around \$20 at csnstores.com.

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