



Plates from the Vintage Table Company (310.210.9298, thevintage-tableco.com) in Los Angeles



Selections from Dinner Party (dinnerpartyshop.com) in Chicago

Trend Spotted

China Town

Mismatched vintage china rentals make what's old new again.

The shabby-chic look has invaded the rental market, with companies exclusively dedicated to mismatched vintage china and tableware popping up across the country. Why is the style on the rise? "Mismatched china can add character to a corporate environment and set an event apart from the standard white-plates-in-a-hotel-ballroom look," says Kathy Le Backes of the Vintage Table Company in Los Angeles. "For guests, it conjures up a sense of nostalgia and personal connection.

6 vintage china companies
bizbash.com/
vintagechina

I'm always hearing people at events say things like, 'My grandma had that same china pattern!' Most of

these new vintage-specific rental operations have an inventory that includes glassware and serving pieces in addition to plates, but bear in mind that quantities may be limited, as the owners continually build up their collections, which usually range between 200 and 500 settings. And because the pieces are sourced from estates, thrift stores, and flea markets, complete matching place settings typically aren't an option. "Clients often see a certain pattern on my Web site and think I have 50 more of the same plate, but usually I just have that one. It's important to be into the mismatched look if you want to use a vintage rental company," Le Backes says. —Lauren Matthews



Biggest iPhone Ever

New York-based Interactive Entertainment Concepts (800.760.0724, interactiveparty.com) is introducing the world's largest operating iPhone for use at trade shows, product launches, and events. Any iPhone app or function can be used on the phone's multitouch-screen surface, and the unit can be suspended horizontally or laid flat. The giant iPhone is available nationwide and sells for \$4,000 to \$4,500. —L.M.



New Charging Kiosks

GoCharge (800.265.8069, gochargenow.com) specializes in mobile-device-charging kiosks with patent-pending technology that claims to offer the fastest charging speed available. The new Orion model rents from \$200, charges nearly all models of cell phones, smartphones, and MP3 players, and is designed to fit into tight spaces and on tabletops found in exhibitor and sponsor booths. GoCharge also offers Athena, a floor model with an interactive LCD screen that can be fully wrapped and branded, from \$2,000. —L.M.

The Fresh List

NOT SO FRESH

FRESH

	Damask	LINENS PATTERN	Chevron	
Round		TABLE SHAPE		Rectangle
Printed photos	PHOTO BOOTH RESULTS	Instant uploads to social media		
	Russell Brand	CELEBRITY HOST	LL Cool J	
	INSPIRATION SHARING			
Calorie-heavy comfort food	ON THE MENU	Calorie-conscious health food		
Evites	INVITATION DELIVERY	By hand		
Bare concrete floors	FLOORING	Wall-to-wall temporary carpet		
TV	RED CARPET GAWKING VEHICLE	Ustream		
	Chinese	GLOBAL INFLUENCE	French	

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