

## Sidelines

As the name implies, Sidelines, Inc.® got its start doing a little “side” business for the closet industry in 1997. “At the time, we were selling baskets exclusively in the U.S. for an overseas company,” explains Kris Costa, co-owner with her

husband, Charles Costa. “We had all these closet company contacts asking us about other accessories. So it was just a natural fit for our clients to make one phone call to order lots of other closet-oriented products,” Kris com-

mented. Sidelines started with just a simple plastic liner for the baskets they sell. Then one thing led to another and a full-fledged business was born.

“In 2000, I saw the market was really evolving into an upscale one. I wanted to get in this niche market,” continues Charles Costa, in explaining how their business grew. “The only way we could capture this market was to resign from our positions selling the overseas basket system and manufacture our own products. I wanted to concentrate exclusively on innovative, high-quality, designer-styled storage products. And this has worked wonderfully for us,” Costa chuckled. So wonderfully, in fact, that Sidelines, Inc. has captured much of the U.S. wholesale market for elegant, high-quality closet and storage accessories.

In addition to Sidelines’ signature metal finish basket products, the company has added rattan baskets in various colors, as well as Basketwear™, a line of leatherelle basket “wraps,” pouches and dividers to complement and dress up their basket system. Most recently the Costas introduced their latest metal finish, Black Pearl, for their signature basket line, as well as for their deluxe accessories products, including tie, belt and valet racks, among others. “Black Pearl is a unique, dark polished chrome finish, made with layers of copper, nickel, black chrome and clear, gloss epoxy,” explains Charles Costa. “This is truly our most elegant finish yet. You can even add our new black velvet basket liner tray as an upgrade to make the most sophisticated, upscale statement in the closet.” The Costas will be introducing the Black Pearl collection of products this month at the International Woodworking Fair in Atlanta, Ga.

Introducing **BLACK PEARL**  
*Intimate Apparel for the Closet*

*Seduce your closets with Sidelines' sexiest accessory collection—Black Pearl. Our most elegant, alluring new metal finish is available on all of Sidelines' signature products.*

At Sidelines®,  
 we're passionate  
 about closets!

Experience the best!

See us at IWF ~ August 23 - 26  
 Atlanta, GA ~ Booth 1718A

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