

# Leading the Pack

*Brand expert Beth Cohn is rethinking the showroom experience*

By **LINDSEY SHOOK**

Photography courtesy of **MOSAIC COMPANIES**

**MOSAIC COMPANIES, LLC** (parent company of Walker Zanger and Opustone), a leader in the luxury tile and stone industry, is marking a new chapter with the appointment of Beth Cohn as the president of its showroom division, who will oversee renowned brands like Walker Zanger on a national level and Opustone in South Florida.

With her impressive background at The Shade Store and fashion brands like Kate Spade, Vince and Theory, Cohn is well equipped to continue driving Mosaic’s growth and enhancing its already strong market position. “I am thrilled to have joined Mosaic Companies as the president of the showroom division,” says Cohn. “I look forward to overseeing all aspects of the showroom business, including sales, marketing and operations for both the Opustone and Walker Zanger brands.”



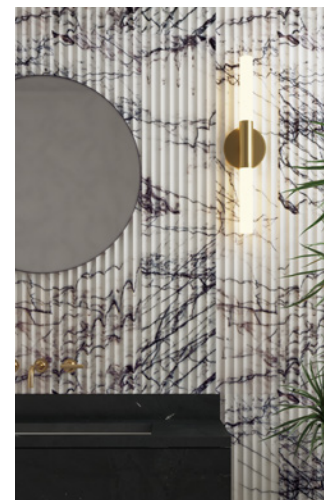
Beth Cohn, president of Walker Zanger showroom division

The first step will focus on expanding the company’s access to some of the world’s most impressive stone quarries worldwide. “What sets Walker Zanger apart is our unmatched selection of premium slabs, tiles and mosaics. Our procurement process ensures that we always offer the finest

natural materials available, along with a commitment to providing optimal luxury service to every client,” Cohn explained.

Looking ahead, she sees technology playing an increasingly significant role in the showroom experience. “We’ve already integrated Roomvo, a room visualization tool, to help customers see how our materials will look in their homes or projects. I foresee this technology evolving into more immersive virtual-reality experiences in showrooms,” she says.

Mosaic Companies’ continued focus on innovation, brand partnerships and digital marketing is key to pushing its brands even further. The company is preparing to launch exciting new product offerings, including 5,000 to 7,000 new slabs arriving in Q4, along with two new tile collections—porcelain wood and porcelain travertine—in December and the beginning of the new year.



**CLOCKWISE:** Outside the Walker Zanger showroom located in the heart of West Hollywood; the new fluted marble tile collection; inside the West Hollywood showroom; the San Leandro showroom offers an expansive collection of slabs.