

## Shopping appetites vary

Some focusing on a few categories, while others want it all

BY CLINT ENGEL

**HIGH POINT** — After nearly unanimous reports of great Labor Day weekend sales, buyers heading to market here offered mixed reports on post-holiday business and a glimpse at shopping appetites that vary sharply from one company to the next.

Some retailers — Atlanta-based Havertys, for instance — have been working on their lineups for some time and have their eye on only a few key categories and changes. Jackson, Miss.-based Miskelly Furniture, on the other hand, has quite a

long list of things it wants to get deeper into, including eclectic looks across the board, lighter wood finishes and colorful upholstery inspired by apparel.

Others expect the perennially cash-strapped consumer to continue focusing on the living room and mattresses, and will likely give upholstery plenty of attention here while case goods shopping could be more selective.

Then there's Amazon.

The online giant is here Friday through Wednesday with 20 buyers in tow. And it wants it all.

“As Amazon continues

to grow from a furniture and décor perspective, it's more important than ever for manufacturers to set up their full catalog on Amazon.com and allow customers to determine their favorite products,” said Adam Goetsch, category leader for Amazon Home, in an email response to Furniture Today.

Goetsch wouldn't specify what styles, what categories or even what prices the online shopping site may be more focused on here (should some suppliers be unwilling to list it all), noting that its giant audience is “the resident trend spotter.” **p176**

## Market Guide

First Look, p97

Strategies, p160



The Trunk dining table has a solid live edge mahogany top and a nickel electroplated cast iron base.

## Kansas retailer to open 5 storefronts in former Benchmark building

BY CLINT ENGEL

**OLATHE, Kan.** — The owners of Discovery Furniture and Furniture Mall of Kansas will open a multi-store retail operation in a former 160,000-square-foot Benchmark Home Furnishings building here.

The company, which has stores in Lawrence and To-

peka, Kan., said renovation has started on its newest Furniture Mall of Kansas complex, which is slated to open in March when the work is complete. The store will replace a smaller three-storefront location about 30 miles west in Lawrence, Kan.

Jeff Winter, co-owner of the family-run business, declined to disclose the company's invest-

ment or sales projections.

The mall storefronts will be RoomMakers — the retailer's name for its Ashley Furniture-dedicated store — Discovery Furniture, Marling's Furniture, Mattress Headquarters and Abbey Flooring Headquarters, the company said. The retailer used to own an Ashley Furniture HomeStore in Salina, Kan., **p177**



**MARIA YEE**

119 N. Wrenn St. Inspired by the strong lines of architectural structures, the Merced collection features slanting lines and curves, while showing the natural beauty of elm and open grain elements.

**KRAVET FURNITURE**

MS 217

The Jefferson panel bed features an upholstered headboard, which has a frame in a dark wood tone finish.



## What's Inside

### Acme owner acquires HP's Center Theater Tower

Acme Furniture owner George Chen is now the landlord at the Main Street showroom building where his company has been a tenant for more than a decade. **p6**

### New leather line at Bassett

Called Custom Leather, the line is domestically produced and can be delivered to the consumer's home in 30 days. Large-scale sofas will retail at about \$2,799 to \$3,799. **p18**

### Take The High Road

After several years away from the market, the high-end consumer is back and buying again. Our exclusive High Road section takes a look at that part of the industry. **p51**

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CHANGING THE FUTURE OF SLEEP

Wrenn Wing Space W746

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## UPHOLSTERY continued



Nathan Anthony's Architecte sofa features a double-stacked wood and metal base.

*"For Century, the high end of the upholstery market is known by not just the materials and pricing, but rather the ability to offer the consumer nearly boundless options with which they can create their vision." Alex Shuford, Century*

best-in-class tailoring and luxurious sit," he said. "We search the world for the finest fabrications and the richest veneers which allows us to create a visually rich aesthetic statement. Our sewers cut each fabric by hand and individually sew each seam."

Luxury consumers, and consequently the designers and retailers that serve them, expect a high level of customization choices, according to Alex Shuford, president of Century Furniture and Highland House.

"For Century, the high end of the upholstery market is known by not just the materials and pricing, but rather the ability to offer the consumer nearly boundless options with which they can create their vision," Shuford said. "Many lower-end companies have the ability to manufacture a nice upholstered piece, but often they lack the ability to understand and execute on the complexity of customization while still providing expert tailoring and fine materials."

Shuford added that the high-end consumer requires an industry support team that has not been



Dakota for Decca Home includes an accent chair shown in gray leather.



Sydney is a new collection from David Francis Furniture.

fully staffed since before the recession.

"Fine custom upholstery requires highly skilled sales professionals and designers to assist the client in configuring and ordering," Shuford said. "The market will not fully recover until the industry is able to replenish those skilled sellers we lost during the recession."

At Tomlinson/Erwin-Lambeth, CEO Rod Lambeth agrees that the high-end upholstery market