



RETAIL STARS

The Best & The Brightest

BY THOMAS LESTER

Home Accents Today is proud to present its 13th annual **50 Retail Stars** list.

Sponsored by AmericasMart Atlanta, the Retail Stars list honors independent brick-and-mortar retailers of home accents and accessories. The list includes furniture stores, home décor boutiques and interior design retailers that are creative in their merchandising, contribute to their communities, and stand out from their competition.

This year's Stars represents a bit more of a cross section of the country than in recent years, as 27 states have at least one representative on the compilation, up from last year's total of 25 states. Regionally, the Southeast has the heaviest representation in this year's list with stores in 11 states, followed by stores in six states each in the Northeast and Midwest regions while five West-

ern U.S. states are included.

California leads the way with eight Stars while Texas, Florida, Pennsylvania and Kentucky have three stores each. Washington, Indiana, Illinois, North Carolina, New York, Maryland, Oklahoma and Louisiana each have two stores listed.

The 2017 Stars have a mix of old and new shops. Seventeen have been in business for less than 10 years, three stores have been in business for at least 50 years, and 17 have been open for between 20 and 49 years.

Of those legacy retailers in this year's mix, Oskar Huber Furniture & Design, with stores in New Jersey and Pennsylvania, has been in operation since 1927 and is in its fourth generation of Huber family ownership. Other notables include Barbara Stewart Interiors, which has been in business since 1952, and California powerhouse Jerome's, which

first opened in 1954.

Speaking of Jerome's, it has by far the highest sales volume amongst this year's Stars with more than \$230 million. It's one of nine stores with sales exceeding \$10 million, although the majority of Stars (37) posted annual sales at \$5 million or below.

Another store with a larger sales volume, Nadeau, is easily the most widespread, with 32 stores nationwide. It's one of 12 retailers that have multiple stores in this year's list.

Interior design services continue to be a sales generator for our stores. In this year's list, the ratio of stores that offer the services versus those that don't is around 8-to-1.

E-commerce sales took a slight dip from last year's list, as 21 retailers reported selling home furnishings online, versus half in 2016. Most reported online sales at less than 5%

(Cornerstone Shop & Gallery, Sunnyland Patio Furniture, Smallhome and Modern Market each reported 1% of volume), while Biscuit Home said e-commerce accounts for around 40% of its total sales volume.

Social media is a part of everyday life in America and that's reflected in the stores' presence on a number of key channels. All 50 of this year's Stars are on Facebook while Instagram – with a photo-based platform that plays well at the retail level – is next with 47 users. Thirty-six stores have their own Pinterest pages while 27 are on Twitter.

In the coming issues of Home Accents Today, we'll share more of our Stars' retail strategies, ideas and other areas that make them stand out from others in the field. Until then, we hope you'll find inspiration in the photos and summaries on the following pages. ■



Charting the course to retail success today is a decidedly different challenge. Old rules, tested practices and conventional thinking no longer guarantee the win. Across the business spectrum — from buying

smart at market to meaningful customer engagement and profitable sell-through — retailers must navigate the prevailing forces of economic and cultural turbulence.

The path can be tedious at times. But for those of great talent, tenacity and courage, the rewards are huge. The Retail Stars profiled here have mastered the art of doing business in the environment we've come to call the New Normal. Each has a remarkable story uniquely their own, yet perhaps familiar to those on similar trajectories. All constitute a collective study in the power of business innovation, imagination and persistence.

These 50 entrepreneurs may well be regarded as the best and brightest in a galaxy of extraordinary achievers.

How good it is to help applaud and celebrate their success.

Sincerely,

Jeffrey L. Portman Sr.
Vice Chairman, President and
Chief Operating Officer
AmericasMart Atlanta





Atchison Home



Barbara Stewart Interiors

ABSOLUTELY FABULOUS

Huntington Beach, Calif.

1 store

Estimated 2016 Total Sales: Less than \$1 million

absolutelyfabulous1.com

Home accent and gift specialist, founded in 2006. Offers low to high price points in 2,700 square feet of selling space. Total sales per square foot, \$75. Home accents accounted for 20% of 2016 total sales; accent furniture, 10%; other furniture, 10%; other merchandise, 60%. Sells online. Online sales accounted for 10% of 2016 total sales. Has seven employees, including four salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, permanent botanicals, tabletop/tabletop accessories, garden and patio accessories, and seasonal items. Key vendors include Imax, Phillips Collection, Palecek, Global Views, Torre & Tagus, Two's Company, Trans-Ocean Enterprises, Moda, Unicorn Studios, Howard Elliott, Tozai, K and K Table Tops, Catherine Lillywhite's, Saro, and East West Design. Attends Atlanta International Gift & Home Furnishings Market, Dallas Total Home & Gift Market, Las Vegas Market, NY Now, Los Angeles Market and Spring International Show in the United Kingdom. Maintains a social media presence on Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn and Tumblr. Offers interior design services. Purchases from vendors that are rare in their area, has a growing art collection with pieces that are over 40 years old and plays on seasonal themes to create a unique store that sells gifts for all occasions and ages.

ATCHISON HOME

Mobile, Ala.

1 store

atchisonhome.com

Home furnishings specialist, founded in 1985. Offers middle to high price points in 22,000 square feet of selling space. Accent furniture accounted for 60% of 2016 total sales; home

accents, 20%; other antique furniture, 20%. Has seven employees, including four salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs and garden and patio accessories. Key vendors include Lee Industries, Hickory Chair, Cisco Brothers, Verellen, Eloquence, Sarreid Limited, Modern History, Noir, Kingsley Bate, Surya, Jaipur Living, Dash & Albert, Feizy, Loloi, Arteriors Home, Global Views, Bobo Intriguing Objects, Regina Andrew, Oly, Visual Comfort, Michael Clement, Currey & Company, Mirror Image, Uttermost, Natural Curiosities, Soicher-Marin, Sferra, Peacock Alley, Traditions Linens, Pine Cone Hill, Downright, Ryan Studio, Dransfield & Ross and Square Feathers. Attends Atlanta International Gift & Home Furnishings Market, Dallas Total Home & Gift Market, High Point Market, NY Now and Avignon Montpellier. Has a social media presence on Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Describes merchandising scheme as an eclectic mix of antique and new furnishings.

BARBARA STEWART INTERIORS

Bowling Green, Ky.

1 store

Estimated 2016 Total Sales: Less than \$1 million

barbarastewartinteriors.com

Home furnishings specialist, founded in 1952. Offers middle to high price points in 3,500 square feet of selling space. Total sales per square foot, \$150. Has nine employees, including five salespeople. Key vendors include Uttermost, Gabby Home, Regina Andrew, Furniture Classics, Kalaty, Dash & Albert, Company C, Spicher and Co., Dessau Home, Cyan Designs, Tozai Home, Gabby Home, Uttermost, Old World Design, Visual Comfort, Wendover Art Group, Leftbank Art, Eastern Accents, Saro and India's Heritage. Attends Atlanta International Gift & Home Furnishings

Market, High Point Market and Las Vegas Market. Has a social media presence on Twitter, Facebook, Pinterest, Instagram, LinkedIn and Houzz. Offers interior design services. Merchandises by creating lifestyle displays that seek to incorporate all of the senses and uses their own product as display units.

BISCUIT HOME

Houston

1 store

Estimated 2016 Total Sales: Less than \$1 million

biscuit-home.com

Home accent specialist, founded in 2012. Offers upper-middle to high price points in 2,500 square feet of selling space. Bedding accounted for 75% of 2016 total sales; holiday, 15%; tabletop and gift, 2%. Sells online. Online sales accounted for 40% of 2016 total sales. Has 10 employees, including two salespeople. Home accent products include decorative accessories, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Key vendors include Dash & Albert for area rugs. Attends Atlanta International Gift & Home Furnishings Market and NY Now. Active on Facebook, Pinterest, Instagram and LinkedIn. Focuses on an inventory of fine linens and bedding paired with unique gifts and tabletop items that are all sourced from the U.S.

BLUEPRINT

Los Angeles

1 store

Estimated 2016 Total Sales: \$5 million to \$10 million

blueprintfurniture.com

Home furnishings specialist, founded in 1989. Offers middle to upper-middle price points in 15,000 square feet of selling space. Home accents accounted for 20% of 2016 total sales; accent furniture, 45%; other furniture, 40%; and other merchandise, 15%. Has 15 employees, including four salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall





Boston Interiors



Clive Daniel Home

décor, decorative pillows and throws, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Phillips Collection, Global Views, Chilewich, Surya, Mat Collection, Umbra, Arteriors Home, Cyan Design, Dimond, Sterling, Robert Abbey, Adesso, Nuevo, Nova, Vita, Flow Décor, Worldly Goods, Leftbank Art, Daleno Art, International Accents, Surya, Home Décor International. Attends Dallas Total Home & Gift Market, High Point Market, Las Vegas Market and international markets in Milan, Shanghai and Copenhagen. Has a social media presence through Twitter, Facebook, YouTube, Pinterest, Instagram and Google+. Offers interior design services. Describes merchandising scheme as an eclectic blend of modern and mid-century modern with modern classic and funky art pieces.

BOSTON INTERIORS

Stoughton, Mass.

7 stores

Estimated 2016 Total Sales: \$50 million

bostoninteriors.com

Home furnishings specialist, founded in 1979. Offers upper-middle price points in 100,000 square feet of selling space. Home accents accounted for 10% of 2016 total sales; accent furniture, 10%; other furniture, 75%; other merchandise, 5%. Sells online. Has 150 employees, including 80 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs, tabletop/tabletop accessories and garden and patio accessories. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and Las Vegas Market. Maintains a social media presence on Twitter, Facebook, YouTube, Pinterest, Instagram and Houzz. Offers interior design services. Describes merchandising scheme as approachable, stylish and versatile.

BOUNTIFUL INTERIORS

2 stores

Easton, Md.

Estimated 2016 Total Sales: \$3.7 million

bountifuldecor.com

Home accents and furniture specialist, founded in 2000. Offers upper-middle to high price points in 11,000 square feet of selling space. Total sales per square foot, \$310. Home accents accounted for 25% of 2016 total sales; accent furniture, 15%; other furniture, 35%; other merchandise, 25%. Has 20 total employees, including 10 salespeople and four full-time designers. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories, and garden and patio accessories. Key vendors include Chelsea House, Maitland Smith, Sarreid Limited, Dash & Albert, Company C, Loloi, Jaunty, Creative Co-Op, Uttermost, Wendover Art Group, Trowbridge, Spicher and Co., Paragon, Currey & Company, Visual Comfort, Pine Cone Hill, John Matouk, John Robshaw and Tourmaline. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and NY Now. Maintains a social media presence through Facebook, Pinterest, Instagram, Google+ and Houzz. Offers interior design services. Visual merchandising scheme is constantly changing and fashion forward.

CALYPSO COTTAGE

Beaufort, N.C.

1 store

Estimated 2016 Total Sales: Less than \$1 million

calypsocottageonline.com

Home accent and gift specialist, founded in 2004. Offers low to high price points in 700 square feet of selling space. Total sales per square foot, \$240. Home accents accounted for 30% of 2016 total sales; accent furniture, 20%; other merchandise, 50%. Sells online. Online sales accounted for 10% of 2016 total

sales. Has two employees, both salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillow and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Kenian, Abigails and vintage Palm Beach furniture for accent furniture; Dash & Albert for area rugs; Roost, Tozai Home and Zodax for decorative accessories; Couture, Barbara Cosgrove and Two's Company for lamps and lighting; Kenian and Kalalou for wall décor; Matouk, Kerry Cassill and Imagine Home for soft goods. Attends NY Now. Has a social media presence on Facebook and Instagram. Offers interior design services. Sources from up and coming vendors from all over the world.

CLIVE DANIEL HOME

Naples and Boca Raton, Fla.

2 stores

Estimated 2016 Total Sales: \$36 million

clivedaniel.com

Home furnishings specialist, founded in 2011. Operates one store each in Naples and Boca Raton. Offers upper-middle to high price points in 266,000 square feet of selling space. Home accents accounted for 20% of 2016 total sales, accent furniture, 15%; other furniture, 45%; other merchandise, 20%. Has 204 employees, including 72 salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include John-Richard, Global Views and Interlude for accent furniture; Feizy, Harounian and Tepp for area rugs; John-Richard, Global Views, Arteriors Home and Michael Aram for decorative accessories; John-Richard, Visual Comfort and Hudson Valley for lamps and lighting; RFA Décor for wall décor; Ann Gish, Wildcat Territory and Pine Cone Hill for soft goods. At-





Coco & Dash



Country Junction

tends Atlanta International Gift & Home Furnishings Market, High Point Market, NY Now and other domestic shows. Maintains a social media presence through Facebook, YouTube and Houzz. Offers interior design services. Describes merchandising scheme as eclectic and fully accessorized depictions of various lifestyles.

COCO & DASH

Dallas

1 store

Estimated 2016 Total Sales: Less than \$1 million

cocoanddash.com

Home accent specialist, founded in 2013. Offers middle to high price points in 1,642 square feet of selling space. Home accents accounted for 54% of 2016 total sales; furniture, 34%; other merchandise, 12%. Has two employees, both salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws and area rugs. Key vendors include Handley Drive, Bunny Williams Home, Highland House, Moss Studio, CR Laine, Kemble Interiors, Dash & Albert, John-Richard, Chelsea House, Port 68, Thompson Ferrier, Wendover Art Group, Soicher Marin, Nostalgia Fine Art, John Robshaw, Thurston Reed, Bloomingville. Attends High Point Market, Dallas Total Home & Gift Market and Atlanta International Gift & Home Furnishings Market. Has a social media presence on Facebook and Instagram. Showcases their products in a light and airy setting.

CORNERSTONE SHOP & GALLERY

Lake Geneva, Wis.

1 store

Estimated 2016 Total Sales: \$2 million

cornerstoneshoppe.com

Home accent and décor specialist, founded in 1988. Offers low to high price points in 8,900 square feet of selling space. Total sales per square foot, \$240. Home accents accounted for 40% of 2016 total sales; accent furniture, 20%;

other furniture, 10%; other merchandise, 30%. Sells online. Has 30 total employees, including 22 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include A&B Home, Heather Brooke, Jeffan, Justin Camlin, Moe's Home Collection, Surya, Dash & Albert, Loloi, Homespice Décor, Imax, Uttermost, UMA, Eangee Home Design, Coast Lamp Mfg., Old World Design, Leftbank Art, ATI Industries, Coastline Art, Rizzy Home, Marshes Fields & Hills, Saro, Rightside Design. Attends Atlanta International Gift & Home Furnishings Market, High Point Market, Las Vegas Market and NY Now. Has a social media presence on Facebook, Instagram, Pinterest, YouTube, Twitter and Google+. Offers interior design services. Creates a destination venue for area residents and travelers based on display themes and unique merchandise.

COUNTRY JUNCTION

Clinton, Ill.

1 store

Estimated 2016 Total Sales: Less than \$1 million

countryjunctionclinton.com

Home accent and gift specialist, founded in 1992. Offers low to high price points in 7,500 square feet of selling space. Home accents accounted for 70% of 2016 total sales; accent furniture, 5%; other furniture, 5%; other merchandise, 20%. Has 10 employees, all salespeople. Home accent products include accent furniture, decorative accessories, lamps, wall décor, decorative pillows and throws, permanent botanicals, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Creative Co-Op, DCI, Imax, Raz Imports, Park Hill Collection and Melrose International for decorative accessories and wall décor; Crestview Collection, DCI, Imax and Creative Co-Op for lamps; Creative Co-Op, DCI, The Country House and Honey & Me for soft goods. Attends Atlanta

International Gift & Home Furnishings Market, Dallas Total Home & Gift Market and StyleMax in Chicago. Active on Facebook, Pinterest and Instagram. Displays merchandise in room design settings that aim to inspire shoppers with their creative blend of home décor, gifts, furniture, fashion and frills.

DECOR DIRECT WHOLESALE WAREHOUSE

Sarasota, Fla.

1 store

Estimated 2016 Total Sales: Less than \$10 million

decordirect.net

Home furnishings specialist, founded in 1998. Offers middle to high price points in 30,000 square feet of selling space. Home accents accounted for 30% of 2016 total sales; accent furniture, 30%; other furniture, 25%; other merchandise, 15%. Has eight employees, including three salespeople. Maintains a social media presence on Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn, Tumblr and Houzz. Attends High Point Market. Designs and fabricates art, accents and furniture from reclaimed wood, sustainable slabs and salvaged materials. The team also restores antiques. Has grown into a hub for salvaged materials where customers can buy, sell and trade. Sells mostly to builders, designers and architects, but is also open to the general public.

DECORATE

Indianapolis

1 store

Estimated 2016 Total Sales: Less than \$1 million

decorateindy.com

Home accent specialist, founded in 2015. Offers middle to high price points in 1,220 square feet of selling space. Home accents products accounted for 30% of 2016 total sales; accent furniture, 30%; other furniture, 15%; other merchandise, 25%. Has five total employees, all salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and



Design Distillery



Huck & Peck Home Furnishings

throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Moe's, Blue Ocean Traders, Roost, Go Home, Chilewich, Dash and Albert, Loloi, Roost, Shiraleah, Jamie Young, Paragon. Attends Atlanta International Gift & Home Furnishings Market and NY Now. Maintains a social media presence through Facebook, Pinterest and Instagram. Offers interior design services. Showcases new arrivals in large settings with great lighting to create eye-popping displays.

DESIGN DISTILLERY

Baltimore

1 store

Estimated 2016 Total Sales: Less than \$1 million

ddistillery.com

Furniture and accents specialist, founded in 2003. Expanded and changed name from Home on the Harbor in December 2016. Offers upper-middle to high price points in 7,500 square feet of selling space. Total sales per square foot, \$133. Home accents accounted for 15% of 2016 total sales; accent furniture, 25%; other furniture, 60%. Has six total employees, including four salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, decorative pillows and throws, top of bed, area rugs, tabletop accessories and garden and patio accessories. Key vendors include Fermob, Blu Dot, Eilersen, American Leather, Kartell and Normann Copenhagen for accent furniture; Linie, Chandra, Louis de Poortere and Gan Rugs for area rugs; Ferm Living and Alessi for decorative accessories; Flos, Herman Miller, Pablo, Seed and Vita for lamps and lighting; local artists for wall décor; Lab, Auskin and Rouge Du Rhin for soft goods. Attends High Point Market and NY Now. Maintains a social media presence through Facebook, Instagram and LinkedIn. Offers interior design services. Increased sales by installing a custom branded Skee Ball machine to create a fun shopping experience. Merchandises through informal modern vignettes and a separate accessories "market" area.

DUTCHMANS DESIGNS

Chamblee, Ga.

4 stores

Estimated 2016 Total Sales: \$3 million to \$5 million

dutchmansdesigns.com

Home furnishings specialist, founded in 2000. Operates one store each in Chamblee and Saint Simons, Ga. and Cornelius and Highlands, N.C. Offers low to upper-middle price points in 20,000 square feet of selling space. Home accents accounted for 50% of 2016 total sales; accent furniture, 40%; other furniture, 5%; other merchandise, 5%. Sells online. Online sales accounted for 5% of 2016 total sales. Has 21 employees, including 18 salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include The Bramble Company for accent furniture; Jaipur Living for area rugs; Creative Co-Op, Napa Home & Garden and HomArt for decorative accessories; AHS, Imax, Creative Co-Op and Split P for lamps and lighting; Met Colors and Imax for wall décor; C&F Enterprises, Classic Home and Split P for soft goods. Attends Atlanta International Gift & Home Furnishings Market and High Point Market. Has a social media presence through Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Describes visual merchandising scheme as "casual living meets new shabby chic in a rainbow of colors."

HEMPHILL'S RUGS AND CARPETS

Costa Mesa, Calif.

1 store

Estimated 2016 Total Sales: \$1 million to \$3 million

rugsandcarpets.com

Home furnishings specialist, founded in 1995. Offers middle to high price points in 3,700 square feet of selling space. Total sales per square foot, \$784. Home accents accounted

for 35% of 2016 total sales; other merchandise, 65%. Has five employees, including four salespeople. Home accent products carried include accent furniture, lamps and area rugs. Other merchandise includes Miele vacuums and coffee makers. Key vendors include Uttermost for accent furniture; Knot & Company, Amer, Dalyn, Karastan, Masland, Fibreworks and Stanton for area rugs; Uttermost for decorative accessories; Surya, Uttermost and Safavieh for lamps and lighting. Attends High Point Market and Las Vegas Market. Has a social media presence through Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn and Houzz. Offers interior design services. Visual merchandising scheme includes a custom made flip board holding more than 1,100 carpet samples and a custom wall mounted rug rack that holds 200 rugs.

HUCK & PECK HOME FURNISHINGS

Chattanooga, Tenn.

1 store

Estimated 2016 Total Sales: Less than \$1 million

huckandpeck.com

Home furnishings specialist, founded in 2014. Offers middle price points in 9,000 square feet of selling space. Total sales per square foot, \$100. Home accents accounted for 25% of 2016 total sales; accent furniture, 20%; other furniture, 50%; other merchandise, 5%. Has seven employees, including four salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Gabby Home for accent furniture; Magnolia Home, Nourison, Loloi and Karastan for area rugs; Interlude and Imax for decorative accessories; Leftbank Art for wall décor; Magnolia Home for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market, Las Vegas Market, Maison d'Objet, India Gift Fair and China Gift



Jerome's Furniture



Jayson Home

Fair. Maintains a social media presence on Facebook, YouTube, Pinterest, Instagram, Google+, Houzz and Yelp. Offers interior design services. Fills warehouse style showroom with a large collection of on trend items that are kept in stock so that customers can take home items when they purchase them.

HW HOME

Boulder, Colo.

4 stores

Estimated 2016 Total Sales: \$10 million or more

hwhome.com

Specialty lifestyle boutique furniture retailer, founded in 1999. Operates one store each in Boulder, Denver, Greenwood Village and Fort Collins, Colo. Also offers an annual pop-up sale that serves as a fifth location. Offers upper-middle price points in 26,000 square feet of selling space. Total sales per square foot, \$400. Home accents accounted for 10% of 2016 total sales; accent furniture, 20%; other furniture, 60%; other merchandise, 10%. Sells online. Has 40 employees, including 18 salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals and area rugs. Key vendors include Palecek, Regina Andrew, Urbia and Caracole for accent furniture; Tamarian, Surya and Ligne Pure for area rugs; Global Views, Studio A Home and private sourcing for decorative accessories; Visual Comfort, Jamie Young, Barbara Cosgrove and Regina Andrew for lamps and lighting; Natural Curiosities, Art & Frame Source, Inc. and local artists for wall décor; Wildcat Territory, Signoria, Tourmaline, Home Source, Aviva Stanoff and VRH for soft goods. Attends Dallas Total Home & Gift Market, High Point Market, Las Vegas Market and Maison d'Objet. Has a social media presence through Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Merchandises in inspirational, lifestyle-based vignettes.

IMI FURNITURE

Sterling, Va.

1 store

Estimated 2016 Total Sales: \$3 million to \$5 million

imifurniture.com

Home furnishings specialist, founded in 1991. Offers upper-middle to high price points in 20,000 square feet of selling space. Home accents accounted for 15% of 2016 total sales; accent furniture, 20%; other furniture, 45%; other merchandise, 20%. Has 15 total employees, including 5 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals and area rugs. Key vendors include Bernhardt and Vanguard for accent furniture; Jaipur Living, The Delos Company and Masland for area rugs; John-Richard and Global Views for decorative accessories; Currey & Company and John-Richard for lamps and lighting; Paragon and John-Richard for wall décor; Wildcat Territory and John-Richard for soft goods. Attends High Point Market. Has a social media presence on Facebook. Offers interior design services. Utilizes a merchandising scheme where products are integrated from different manufacturers into each vignette.

J. BRITT LIGHTING AND INTERIORS

Tupelo, Miss.

1 store

Estimated 2016 Total Sales: Less than \$1 million

jbrittlighting.com

Home lighting specialist, founded in 1987. Offers low to high price points in 12,000 square feet of selling space. Home accents accounted for 10% of 2016 total sales; accent furniture, 10%; other furniture, 10%; other merchandise including lamps and lighting, 70%. Sells online. Online sales accounted for 2% of 2016 total sales. Has 11 total employees, all salespeople. Home accent products carried include lamps and lighting fixtures.

Key vendors include Magnolia Company for area rugs; Blue Ocean Traders for decorative accessories; Quorum for lamps and lighting; Uttermost for wall décor. Attends Dallas Total Home & Gift Market. Has a social media presence through Twitter, Facebook, Instagram and Houzz. Makes custom fixtures and has a 12,000-sq.-ft. showroom of lighting design with products grouped by finishes, style, price and location. Showroom provides a touchable approach to elegance while allowing clients to relax and feel comfortable as they receive personal attention from the design team.

JAYSON HOME

Chicago

1 store

Estimated 2016 Total Sales: \$10 million or more

jaysonhome.com

Home furnishings specialist, founded in 1997. Offers low to high price points in 10,000 square feet of selling space. Home accents accounted for 40% of 2016 total sales; furniture, 60%. Sells online. Online sales accounted for 20% of 2016 total sales. Has 25 employees, including 10 salespeople. Home products include furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs, tabletop/tabletop accessories and vintage pieces. Key vendors include Lee Industries and private label for furniture; private label for area rugs; John Derian and private label for decorative accessories; Regina Andrew and private label for lamps and lighting; vintage pieces for wall décor and private label for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market, NY Now and Maison d'Objet. Maintains a social media presence on Twitter, Facebook, Pinterest, Instagram and Houzz. Fills space with an ever-evolving mix of vintage, antique and modern home furnishings and accessories.





Jonathon's Coastal Living



K Colette (Photo: Megan Boltz)



Kasala

JEROME'S FURNITURE

San Diego

13 stores

Estimated 2016 Total Sales: \$230 million

jeromes.com

Furniture specialist founded in 1954. Operates 13 total stores across California. Offers low to upper-middle price points in 667,511 square feet of selling space. Total sales per square foot, \$344. Has 874 employees, including 326 salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, decorative pillows and throws, top of bed, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Loloi and Orian Rugs for area rugs; Grandview Gallery, Anthony California and Stylecraft for lamps and lighting; UMA, Imax, Mercana, Canaan Company, D.V. Kap Home and Wadou for accessories. Attends High Point Market and Las Vegas Market, as well as other domestic and international shows. Maintains a social media presence through Twitter, Facebook, YouTube, Pinterest, Instagram and Google+. Offers interior design services. Merchandises in completed displays to match current trends in a warm and family-friendly environment.

JONATHON'S COASTAL LIVING

Fountain Valley, Calif.

1 store

Estimated 2016 Total Sales: \$2 million

jonathonsdesign.com

Home accent and furniture specialist, founded in 2001. Offers low to high price points in 14,000 square feet of selling space. Home accents accounted for 30% of 2016 total sales; accent furniture, 30%; other furniture, 40%. Has 14 employees, including six salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/

tabletop accessories and garden and patio accessories. Key vendors include Palecek, Bernhardt, Brownstone, Arteriors, Zuo Modern and CTH Sherrill for accent furniture; Loloi, Surya and Feizy for area rugs; John-Richard and Import Collection for decorative accessories; Regina Andrew, Arteriors and Savoy House for lamps and lighting; Leftbank Art and Visual Comfort for wall décor; Eastern Accents and Lili Alessandra for soft goods. Attends Dallas Total Home & Gift Market, High Point Market and Las Vegas Market. Has a social media presence through Facebook, Instagram, Google+ and Houzz. Merchandises in constantly changing displays to reflect the latest designs in a variety of trends, including coastal, traditional, modern and boho.

K COLETTE

Portland, Maine

1 store

kcolette.com

Home furnishings specialist, founded in 2012. Offers low to high price points in 2,000 square feet of selling space. Home accents accounted for 100% of 2016 total sales. Sells online. Online sales accounted for 10% of 2016 total sales. Has 10 employees, including five salespeople. Home accent products include decorative accessories, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Key vendors include Astier de Villatte, Wolfard Glassblowing and John Derian for decorative accessories; Simon Pearce and Valerie Richomme for lighting; Jill Matthews, Laura Fuller and Johanna Moore for wall décor; John Robshaw, Coral & Tusk, Brahms Mount and Taylor Linens for soft goods. Attends NY Now and Maison d'Objet. Maintains a social media presence on Facebook, Pinterest, Instagram and Houzz. Has a merchandise mix of local artisans and international designers.

KASALA

Seattle

4 stores

Estimated 2016 Total Sales: \$10 million to \$15 million

kasala.com

Home accent and furniture specialist, founded in 1987. Operates four stores, all in greater Seattle. Offers middle to upper price points in 23,000 square feet of selling space. Total sales per square foot, \$550. Home accents accounted for 3% of 2016 total sales; accent furniture, 5%; other furniture, 85%; other merchandise, 7%. Has 45 employees, including 19 salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Key vendors include Cattelan, BDI and Mobital for accent furniture; Chandra, Loloi and Surya for area rugs, Bitossi Ceramiche, Torre & Tagus, Cyan Design and Umbra for decorative accessories; Lite Source, Robert Abbey and Renwil for lamps and lighting; Leftbank Art for wall décor; Canaan Company and CottonBelle for soft goods. Attends High Point Market, NY Now and international shows. Maintains a social media presence through Facebook and Instagram. Merchandises in a modern design with an Italian emphasis.

LUXE FURNITURE & DESIGN

Tulsa, Okla.

1 store

Estimated 2016 Total Sales: \$2.6 million

luxetulsa.com

Home accent and furniture specialist, founded in 2013. Offers low to high price points in 8,000 square feet of selling space. Total sales per square foot, \$325. Home accents accounted for 15% of 2016 total sales; accent furniture, 15%; other furniture, 60%; other merchandise, 10%. Has 10 employees, including five salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, table-





Modern Market



Monochrome

top/tabletop accessories. Key vendors are Century, Hooker Furniture, Classic Home, Lexington, Stanley, Norwalk, Four Hands and Gabby for accent furniture; Surya, Feizy, Jai-pur Living and Chandra for area rugs; Global Views, Sterling, Dimond Home, Arteriors, Interlude, John-Richard and Imax for decorative accessories; Dimond Lighting, Uttermost, Currey & Company and Imax for lamps and lighting; Leftbank Art, Uttermost and Paragon for wall décor; Surya, Classic Home and Eastern Accents for soft goods. Attends Dallas Total Home & Gift Market, High Point Market and Las Vegas Market. Maintains a social media presence through Twitter, Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Creates vignettes based on current trends to allow customers to envision furniture in their homes. Furniture displays feature bold patterns, bright colors and vivid textures to encourage customers to think outside of the box.

MODERN MARKET

New Orleans

1 store

Estimated 2016 Total Sales: Less than \$1 million

modernmarketlifestyle.com

Home accent and furniture specialist, founded in 2010. Offers middle to upper-middle price points in 1,500 square feet of selling space. Total sales per square foot, \$400. Home accent products accounted for 10% of 2016 total sales; accent furniture, 15%; other furniture, 75%. Sells online. Online sales accounted for 1% of 2016 total sales. Has four employees, three salespeople and one in-house media coordinator. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, decorative pillows and throws, top of bed, area rugs, tabletop/tabletop accessories, garden and patio accessories and other furniture. Key vendors include an independent collection by Modern Market, Blu Dot and Gus Modern for accent furniture;

Armadillo & Co and Pappelina for area rugs; Ferm Living and Normann Copenhagen for decorative accessories; Konzept Lighting and Blu Dot for lamps and lighting; Ferm Living and Normann Copenhagen for soft goods. Attends NY Now and Dwell on Design. Has a social media presence through Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn and Houzz. Merchandises by coordinating accessories with the fabrics, finishes and textiles offered in store to create an inspirational and cohesive layout. Seeks to inspire customers and to allow them to envision the layouts in their own homes.

MONOCHROME

Baton Rouge, La.

1 store

Estimated 2016 Total Sales: \$1 million to \$3 million

monochromeinteriors.com

Home furnishings specialist, founded in 2010. Offers low to high price points in 9,000 square feet of selling space. Home accents accounted for 15% of 2016 total sales; accent furniture, 20%; other furniture, 50%; other merchandise, 15%. Has five employees, including three salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, lighting fixtures, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Major vendors include Trisha Yearwood, Zuo Modern, Camerich, Natuzzi, Verellen, Pianca and Ligne Roset for accent furniture; Nourison and Linie for area rugs; Martha Sturdy, Tina Frey and Nouvel for decorative accessories; Pablo Designs, Tom Dixon and Foscarini for lamps and lighting; Area, Auskin, Artpilo and their own line for soft goods. Attends High Point Market, NY Now, Maison d'Objet and an international market in Cologne, Germany. Maintains a social media presence through Facebook, Instagram and Google+. Offers interior design services. Describes visual merchandising set-up as contemporary and modern furniture complete with lighting and accessories.

MULBERRY & LIME

Lexington, Ky.

1 store

Estimated 2016 Total Sales: Less than \$1 million

mulberryandlime.com

Home accent and gift specialist, founded in 2001. Offers middle to upper-middle price points in 2,000 square feet of selling space. Home accents accounted for 25% of 2016 total sales; furniture, 5%; other merchandise, 70%. Has five employees, including three salespeople. Home accent products include accent furniture, decorative accessories, lamps, decorative pillow and throws, top of bed, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Wesley Hall for accent furniture; Dash & Albert for area rugs; Match Italian Pewter for tabletop; Newgate Clocks for wall décor; Pine Cone Hill, Peacock Alley, John Robshaw, PomPom at Home and Lacefield Designs for soft goods. Attends Atlanta International Gift & Home Furnishings Market and NY Now. Active on Twitter, Facebook, Instagram and LinkedIn. Offers interior design services. Located in Lexington's historic Matthew Kennedy House, a multi-generational family home that the owner converted to a space that offers home accents and represents local artists.

NADEAU

Santa Monica, Calif.

32 stores

Estimated 2016 Total Sales: \$10 million or more

furniturewithasoul.com

Home furnishings specialist, founded in 1991. Offers middle price points in 220,000 square feet of selling space. Total sales per square foot, \$115. Home accents accounted for 25% of 2016 total sales; accent furniture, 75%. Has 100 employees, including 85 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Maintains a social media presence on Twitter, Face-





Nadeau



Obelisk Home

book, Pinterest, Instagram, Google+, LinkedIn, Tumblr and Houzz. Models merchandising scheme after antiques stores by maintaining a mixture of different products.

NW RUGS & FURNITURE

Wilsonville, Ore.

6 stores

Estimated 2016 Total Sales: \$10 million or more
nwrugs.com

Home furnishings specialist, founded in 1991. Operates one store each in Portland, Wilsonville and Beaverton, Ore.; Los Angeles and Agoura Hills, Calif.; Las Vegas. Offers middle to high price points. Home accents accounted for 20% of 2016 total sales; accent furniture, 20%; rugs, 60%. Sells online. Online sales accounted for 20% of 2016 total sales. Has 50 employees, including 25 salespeople. Home accent products carried include accent furniture, decorative accessories, lamps, lighting fixtures, decorative pillows and throws, area rugs and tabletop/tabletop accessories. Key vendors include Broyhill Furniture, Omnia, Huntington House, Southern Motion and Klaussner for accent furniture; Loloi, Momeni, Nourison, Karastan, Kalaty and Oriental Weavers for area rugs. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and Las Vegas Market. Has a social media presence through Twitter, Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Merchandises in full size displays and unique living setups and blends furniture with rugs to offer customers an immersive experience.

OBELISK HOME

Springfield, Mo.

1 store

Estimated 2016 Total Sales: \$3 million
obeliskhome.com

Home furnishings specialist, founded in 2008. Offers upper-middle to high price points in 5,500 square feet of selling space. Total sales per square foot, \$473. Home accents accounted for 25% of 2016 total sales; accent furniture, 25%; other

furniture, 25%; other merchandise, 25%. Sells online. Has 16 employees, including seven salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillow and throws, top of bed, permanent botanicals, area rugs and tabletop/tabletop accessories. Key vendors include JKM Home, CR Laine, Lee Industries, Hickory White, Lillian August, Theodore Alexander and Bentley Churchill Furniture for accent furniture; Asia Minor Carpets, Surya and Loloi for area rugs; Phillips Collection, Noir and Interlude for decorative accessories; Visual Comfort, Arteriors Home and Flow Décor for lamps and lighting; Soicher Marin, Leftbank Art and original local art for wall décor; Daniel Stuart Studio and Loloi Signature for soft goods. Attends Dallas Total Home & Gift Market and High Point Market. Active on Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn and Houzz. Offers interior design services. Curates a mix of furnishings that consists of modern brand names and local artists in their renovated industrial-style showroom.

OSKAR HUBER FURNITURE & DESIGN

Southampton, Pa.

2 stores

oskarhuber.com

Home accent specialist, founded in 1927. Offers middle to high price points in 48,000 square feet of selling space. Home accents and accessories accounted for 6% of 2016 total sales; accent furniture, 3%; furniture and bedding, 91%. Has 28 employees, including 10 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop and tabletop accessories, garden and patio accessories and home fragrances. Key vendors include Four Hands, Classic Home and Gail's Accents for accent furniture; Jaipur Living, Jaunty, Company C and Surya for area rugs; Cyan, Zodax, Uttermost, Creative Co-Op and Kalalou for decorative accessories; Currey & Company, Uttermost,

Robert Abbey, Regina Andrew and Jamie Young Co. for lamps and lighting; Wendover Art Group, Leftbank Art, Iconic Pineapple, Paragon and Howard Elliott for wall décor; Eastern Accents, Company C, Classic Home and C&F Enterprises for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and ACRE Philadelphia. Has an online presence on Twitter, Facebook, YouTube, Pinterest, Instagram, Houzz and their own blog. Offers interior design services. Describes merchandising scheme as a seamless mix of classic, modern, transitional, rustic and coastal styles.

R.W. SHEA & CO

Beachwood, Ohio

1 store

Estimated 2016 Total Sales: Less than \$1 million
rwsheaco.com

Home furnishings specialist, founded in 1996. Offers middle to high price points in 2,500 square feet of selling space. Total sales per square foot, \$275. Home accents accounted for 10% of 2016 total sales; accent furniture, 20%; other furniture, 50%; other merchandise, 20%. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Key vendors include Chaddock, Christopher Guy, Woodland, Julian Chichester, Woodbridge, Universal, Made Goods and Scarborough House for accent furniture; Tufenkian, Wool and Silk, New Moon and New England Collection for area rugs; Blue Pheasant, Port 68, EurDecor, Vista Alegre and Tozai Home for decorative accessories; Flow Décor, Visual Comfort, Port 68, Studio Steel and Clayton & Company for lamps and lighting, Edelman Arts, Lo Forti, Wendover Art Group and local artists for wall décor; Pendleton, Emilio Robba, Melissa Bamber and Bird Dog Bay for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and NY Now. Active on Twitter, Facebook, and Instagram. Describes merchandising scheme as a mix of home warmth, comfort and value.





Rusted Window



Sklar Furnishings

ROBIN'S NEST INTERIORS

Louisville, Ky.

1 store

Estimated 2016 Total Sales: Less than \$1 million

robinsnestky.com

Home accent specialist, founded in 2010. Offers middle to upper-middle price points in 2,500 square feet of selling space. Total sales per square foot, \$100. Home accents accounted for 50% of 2016 total sales; accent furniture, 20%, other furniture, 30%. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals and area rugs. Key vendors include Uttermost, Cyan Design and Classic Home for accent furniture; Surya and Loloi for area rugs; Global Views, Cyan Design and Napa Home & Garden for decorative accessories; Gallery Designs, Forty West and Cyan Design for lamps and lighting; Wendover Art Group, Shadow Catchers and Leftbank Art for wall décor; Classic Home, PomPom at Home and Legacy Linens for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and Las Vegas Market. Maintains a social media presence through Twitter, Facebook, Pinterest, Instagram, Google+ and Houzz. Offers interior design services. Merchandises with an updated traditional aesthetic and uses lots of texture and natural elements to create an organic feel. Also uses unique accessories to make a statement and add color.

RUG & HOME

Kannapolis, N.C.

3 stores

Estimated 2016 Total Sales: \$15 million to \$20 million

rugandhome.com

Home furnishings specialist, founded in 1996. Offers middle to high price points in 180,000 square feet across three stores in the Carolinas. Home accents accounted for 80% of 2016 total sales; accent furniture, 5%; other furniture, 14%; other merchandise, 1%. Has 75 employ-

ees, including 30 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws and area rugs. Key vendors include Theodore Alexander and Classic Home for accent furniture; Loloi, Karastan, Kaleen, Nourison and KAS for area rugs; Magnolia Home, A&B Home and Uttermost for decorative accessories; Stylecraft and Quoizel for lamps and lighting; Uttermost and Bassett Mirror Company for wall décor; Rizzy Home, Classic Home and Loloi for soft goods. Attends Atlanta International Gift & Home Furnishings Market and High Point Market. Maintains a social media presence on Facebook, Instagram, Pinterest and Twitter. Describes merchandising scheme as an eclectic mix of different price points, vendors and design styles.

RUSTED WINDOW

Carmel, Ind.

1 store

Estimated 2016 Total Sales: Less than \$1 million

rustedwindow.com

Home accent specialist, founded in 2014. Offers middle to high price points in 1,000 square feet of selling space. Total sales per square foot, \$200. Home accents accounted for 45% of 2016 total sales; accent furniture, 25%; other furniture, 25%; other merchandise, 5%. Sells online. Online sales accounted for 10% of 2016 total sales. Has five employees, including three salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Park Hill Collection and Uttermost for accent furniture; Company C and Classic Home for area rugs; Napa Home & Garden, Park Hill Collection and Foreside Home & Garden for decorative accessories; Forty West, Napa Home & Garden and Park Hill Collection for lamps and lighting; Napa Home & Garden, Park Hill Collection and Uttermost for wall dé-

cor; Napa Home & Garden and Classic Home for soft goods. Attends Atlanta International Gift & Home Furnishings Market and High Point Market. Utilizes social media on Facebook, Pinterest, Instagram and Google+. Offers interior design services. Focuses on an excellent customer service model that guides customers through a retail space that mixes vintage pieces with new furniture and décor that is unique to the area.

SKLAR FURNISHINGS

Boca Raton, Fla.

1 store

Estimated 2016 Total Sales: \$11 million

sklarfurnishings.com

Home furnishings specialist, founded in 2002. Offers middle to high price points in 23,000 square feet of selling space. Sales per square foot, \$43. Home accents products accounted for 11.6% of 2016 total sales; accent furniture, 6.7%; other furniture, 72.3%; other merchandise, 9.4%. Has 38 employees, including 13 salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Tonon Italia, Interlude and Phillips Collection for accent furniture; Dellarobbia Rugs, Masland Rugs, Creative Accents and Nourison for area rugs; Phillips Collection, Cyan Design and Global Views for decorative accessories; Reflex Angelo, Cattelan Italia, Arteriors Home and South Hill Home for lamps and lighting; Daleno, Art & Frame Source and Viz Glass for wall décor; Dreamweavers and India's Heritage for soft goods. Attends High Point Market and an international market in Milan. Maintains a social media presence through Twitter, Facebook, YouTube, Pinterest, Instagram, Google+, LinkedIn and Houzz. Offers interior design services. Merchandises in contemporary and modern vignettes in realistic settings to allow clients to envision merchandise in their homes.



Sunnyland Patio Furniture



T.A. Lorton

SMALLHOME

Brooklyn, N.Y.

1 store

Estimated 2016 Total Sales: Less than \$1 million

smallhomestudio.com

Home accents specialist, founded in 2014. Offers low to high price points in 100 square feet of selling space. Also plans to open a second location in Greenpoint taking over the entire top floor of the iconic children's store Flying Squirrel. Home accents products accounted for 40% of 2016 total sales; accent furniture, 20%; other furniture, 10%; other merchandise, 30%. Sells online. Online sales accounted for 1% of total 2016 sales. Home accents products carried include accent furniture, decorative accessories, lamps, wall décor, permanent botanicals, tabletop/tabletop accessories and other curiosities. Major vendors include Amelia BK, Smallhome and Be Brave Make Waves for decorative accessories; smallhome for lamps and lighting and wall décor; Kate Durkin for soft goods. Attends domestic shows such as pop-up flea markets, Greenpointers Market and the Brooklyn Flea Market. Maintains a social media presence through Twitter, Facebook, Instagram and Tumblr. Visual merchandising scheme is rustic with curiosity corners illuminated by handmade lamps made in-store from reclaimed objects. Also features vintage furniture nooks, ironing boards used as tables, driftwood and plants.

SUNNYLAND PATIO FURNITURE

Dallas

1 store

Estimated 2016 Total Sales: \$6 million to \$10 million

sunnylandfurniture.com

Home furnishings specialist, founded in 1970. Offers middle to high price points in 37,000 square feet of selling space. Total sales per square foot, \$200+. Home accents accounted for 5% of 2016 total sales; accent furniture, 5%; other furniture, 90%. Sells online. Has 27 employees, including eight salespeople. Home

accent products include accent furniture, decorative accessories, lamps, wall décor, decorative pillows and throws, permanent botanicals, area rugs and garden and patio accessories. Key vendors include Emmisary and Imax for accent furniture; Loloi, Trans-Ocean, Jaipur Living and Kaleen for area rugs; Imax, Lux Art, UMA, Pomeroy, Napa Home & Garden, Kalalou and Two's Company for decorative accessories; Kenroy Home for lamps and lighting; Phillips Collection, UMA, Foreside Home & Garden and Midwest CBK for wall décor; Elaine Smith, Classic Cushions and In2green for soft goods. Attends Dallas Total Home & Gift Market, Las Vegas Market and International Casual Furniture Market in Chicago. Has social media accounts on Twitter, Facebook, YouTube, Pinterest, Instagram, LinkedIn and Houzz. Offers interior design services. Describes store design as crucial to business success and determines layout through a process that includes digital schematics, meetings and an on-staff design consultant.

T.A. LORTON

Tulsa, Okla.

1 store

Estimated 2016 Total Sales: \$1 million to \$3 million

talorton.com

Home accents and accent furniture specialist, founded in 1988. Offers low to high price points in 3,000 square feet of selling space. Home accents accounted for 50% of 2016 total sales; accent furniture, 30%; other furniture, 10%; other merchandise, 10%. Sells online. Online sales accounted for 10% of total sales. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Bliss Studio for accent furniture; Loloi for area rugs; Handley Drive for decorative accessories; Barbara Cosgrove for lamps and lighting; Sugarboo Designs for wall décor; Ann Gish

for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market and NY Now. Maintains a social media presence through Twitter, Facebook, Pinterest, Instagram and Houzz. Offers interior design services. Merchandises in curated room vignettes with frequently changing displays.

THE FARMHOUSE STORE PRINCETON

Princeton, N.J.

1 store

Estimated 2016 Total Sales: \$2.2 million

thefarmhousestore.com

Home furnishings specialist, founded in 2012. Offers middle to upper-middle price points in 3,100 square feet of selling space. Total sales per square foot, \$710. Home accents account for 30% of 2016 total sales; accent furniture, 20%; other furniture, 50%. Has 13 total employees, including 11 salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include in-house line of barn wood furniture, Rowe and Best Home Furnishings for upholstered furniture; Capel Rugs, Dash & Albert and Company C for area rugs; Currey & Company, Gallery and Kinzig for lamps and lighting; Grandeur Images, Cooper Classics and Olde Good Things for wall décor; Bella Notte Linens, Chandler 4 Corners and Eric & Christopher for soft goods. Attends Atlanta International Gift & Home Furnishings Market, High Point Market, Las Vegas Market, NY Now, American Craft Retailers Expo, Brimfield and All American Furniture Expo. Maintains a social media presence on Facebook, Pinterest and Instagram. Offers interior design services. Creates a unique barn wood furniture line that can be customized to customer's specifications. Vignettes are balanced with artwork from around the world and décor styles ranging from industrial to rustic.





Urban 57



Urban Southwest

TREND HOUSE

Palm Springs, Calif

1 store

Estimated 2016 Total Sales: Less than \$1 million

studiowinteriors.com

Home furnishings specialist, founded in 1995. Offers upper-middle price points in 1,200 square feet of selling space. Total sales per square foot, \$690. Home accents accounted for 45% of 2016 total sales; accent furniture, 35%; other furniture, 10%; other merchandise, 10%. Has four total employees, all salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, area rugs and tabletop/tabletop accessories. Key vendors include Global Views and Arteriors Home for accent furniture; Surya for area rugs; Global Views, Cyan and Arteriors Home for decorative accessories; Global Views and Visual Comfort for lamps and lighting; Paragon for wall décor; Eastern Accents and Surya for soft goods. Attends High Point Market and Las Vegas Market. Has a social media presence on Twitter, Facebook, Pinterest, Google+, LinkedIn and Houzz. Offers interior design services. Merchandises in themes related by style and color.

URBAN 57

Sacramento, Calif.

1 store

Estimated 2016 Total Sales: \$1 million

sacramentocafurniturestore.com

Interior design firm, founded in 2014. Offers upper-middle price points in 4,000 square feet of selling space. Total sales per square foot, \$240. Home accents accounted for 20% of 2016 total sales; accent furniture, 20%; other furniture, 20%; other merchandise, 40%. Has five employees, including two salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals,

area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Coast to Coast, Uttermost Revelation and Four Hands for accent furniture; Momeni and Nourison for area rugs; Global Views, Cyan Design and Napa Home & Garden for decorative accessories; Kalco and Elk for lamps and lighting; Uttermost for wall décor; Robin Bruce, Rowe and Norwalk for soft goods. Attends Atlanta International Gift & Home Furnishings Market, Las Vegas Market and an Oriental rug show in Germany. Has a social media presence on Facebook, Pinterest, Instagram, Google+, LinkedIn, Houzz and Yelp. Maintains a showroom of products from several different vendors in order for clients to better choose items through their one-on-one design service. Focused on value and working within a customer's price point.

URBAN SOUTHWEST

Phoenix

1 store

Estimated 2016 Total Sales: \$1 million

urbansouthwest.com

Home furnishings specialist, founded in 2006. Offers middle to upper-middle price points in 7,000 square feet of selling space. Total sales per square foot, \$100. Home accents accounted for 20% of 2016 total sales; accent furniture, 10%; other furniture, 70%. Has five employees, including two salespeople. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, permanent botanicals, area rugs and garden and patio accessories. Key vendors include Moe's Home Collection for accent furniture; Park Hill for decorative accessories; Light & Living for lamps and lighting; Cuevas Imports for wall décor. Attends Dallas Total Home & Gift Market and Las Vegas Market. Has a social media presence on Facebook, Instagram and LinkedIn. Offers interior design services. Creates unique and contemporary décor products from local salvage materials.

VIA BELLISSIMA

Bryn Mawr, Pa.

1 store

Estimated 2016 Total Sales: Less than \$1 million

viabellissima.com

Home accents and gift specialist, founded in 1997. Offers upper-middle to high price points in 1,100 square feet of selling space. Home accents accounted for 25% of 2016 total sales; accent furniture, 25%; tabletop merchandise, 50%. Home accent products carried include accent furniture, decorative accessories, lamps, wall décor, decorative pillows and throws, permanent botanicals, tabletop/tabletop accessories and garden and patio accessories. Key Vendors include FIMA, L'Antica di Deruta, Sberna, I.M.A, Ceramiche Mori, IVV, C.A.F.F. and Rampini for tabletop and wall décor; Uttermost, Sarreid Limited and vintage finds for accent and home furnishings; The Ashton Company, Wendover Art Group and Spicher and Co. for wall hangings; private label for tabletop, wall décor, and commercial cafes and restaurants. Attends Atlanta International Gift & Home Furnishings Market, Dallas Total Home & Gift Market, High Point Market, NY Now and international shows. Maintains a social media presence through Facebook, Pinterest, Instagram and LinkedIn. Offers interior design services and works with outside designers. Buys factory direct in Italy instead of through importers. In-store events include hosting Italian factory owners for ceramic painting demonstrations, wine and cheese holiday open houses and cross-marketing events with community businesses. Visual merchandising setup evokes a luxe European country vibe with homey vignettes in highly designed color ways and compositions used in the latest home décor trends.





Via Bellissima



Woods and Company

WATSON KENNEDY

Seattle

2 stores

Estimated 2016 Total Sales: \$2 million

watsonkennedy.com

Home accent specialist, founded in 1998. Offers low to high price points in 4,000 square feet of selling space. Total sales per square foot, \$500. Home accents accounted for 20% of 2016 total sales; accent furniture, 15%; other furniture, 15%; other merchandise, 50%. Sells online. Online sales accounted for 20% of 2016 total sales. Has 12 total employees, including 10 salespeople. Home accent products include accent furniture, decorative accessories, lamps, wall décor, decorative pillow and throws, tabletop/tabletop accessories and original art. Key vendors include Design Legacy, Jamie Young, Lostine and Blue Ocean Traders for accent furniture; John Derian, Abigails, Juliska, Kiss That Frog and Couleur Nature for decorative accessories; Barbara Cosgrove and Jamie Young Co. for lamps and lighting; Sid Dickens, Cody Foster & Co., John Derian, Hugo Guinness and Lostine for wall décor; Pine Cone Hill, In2green and Faribault for soft goods. Attends Las Vegas Market, NY Now and international shows in England and France. Maintains a social media presence on Twitter, Facebook, Pinterest, Instagram and a daily blog. Merchandises a mix of new and vintage goods by color or theme while incorporating the five senses in each display.

WIT & WHIM

Port Washington, N.Y.

1 store

Estimated 2016 Total Sales: Less than \$1 million

wit-and-whim.com

Home décor specialist, founded in 2012. Offers upper-middle price points in 750 square feet of selling space. Total sales per square foot, \$333. Home accents accounted for 25% of 2016 total sales; accent furniture, 10%; other furniture, 10%; other merchandise, 55%. Sells online. Online sales accounted for 5% of 2016 total sales. Has two employees, both salespeople. Home accent products include accent furniture, decorative accessories, lighting fixtures, wall décor, decorative pillow and throws, tabletop/tabletop accessories and stationery. Key vendors include Kalalou for accent furniture; Fair Trade for area rugs; Creative Co-Op for decorative accessories; vintage finds for lamps and lighting; independent artists for wall décor; Surya for soft goods. Attends Atlanta International Gift & Home Furnishings Market, Las Vegas, NY Now, ACRE and other local shows. Has a social media presence on Twitter, Facebook, YouTube, Pinterest, Instagram and Google+. Offers interior design services. Utilizes a merchandising scheme that mixes modern and vintage fixtures and goods to create the feel of an old general store with wainscoted walls, hand-stamped craft paper and burlap bags.

WOODS AND COMPANY

South Abington Township, Pa.

1 store

Estimated 2016 Total Sales: Less than \$1 million

woodsandcompany.com

Home accents specialist, founded in 2003. Offers low to high price points in 1,200 square feet of selling space. Total sales per square foot, \$100. Home accents products accounted for 25% of 2016 total sales; accent furniture, 25%; other furniture, 30%; other merchandise, 20%. Has five total employees, including two salespeople. Home accents products carried include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, top of bed, permanent botanicals, area rugs, tabletop/tabletop accessories and garden and patio accessories. Key vendors include Kalalou and Whitewood for accent furniture; Dash & Albert and Chandler 4 Corners for area rugs; KK Interiors, Kalalou and Uttermost for decorative accessories; Uttermost, Gallery Designs and A Homestead Shoppe for lamps and lighting; Paragon, Uttermost and Darren Gygi Home Collection for wall décor; custom designs for soft goods. Attends NY Now. Has a social media presence through Twitter, Facebook, Pinterest, Instagram, Google+ and Tumblr. Visual merchandising setup celebrates the seasons inside and outside and features hand-painted furniture.

M E T H O D O L O G Y

Home Accents Today's exclusive report, 50 Retail Stars, presents 50 independent home accent retailers that are significant players in their respective markets.

This list is by no means comprehensive and it does not rank companies. Many more than the 50

stores listed here are strong retailers within their communities.

All sales figures and ranges are Home Accents Today estimates and are for total store sales.

Estimates are for the calendar year 2016.

Home Accents Today compiled this report by

surveying independent retailers, researching business newspaper archives and speaking with industry vendors.

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