

FURNITURE & RETAILER RESOURCE LIST FOR FURNISHINGS AND ACCESSORIES

Where to shop for furniture is a confusing maze for design consumers. It doesn't help that TV commercials and newspaper ads all use the same confusing language "best quality" – whether the statement is true or not. So here's how we put together this Furniture & Retailer Resource List in order to help guide you. We categorized some of the more popular national brands and retailers by cost: Entry Level, meaning starting cost and quality; Mid-Level, meaning mid-cost and quality; Upper-Level, meaning upper level cost and quality. We delve into the risks, rewards and quality differences between the 3 tiers of furniture in both our Get Wise in Design Master Class, and our Get Wise in Furniture Class. But for now, please just assume that furniture cost and its lasting performance and quality go hand-in hand.

How to Use This List:

- 1) You can use this list in a number of ways. You can use it to get an idea for a new resource to check out for a project if you've hit a wall and can't find that perfect "something."
- 2) You can use this list to search alternatives within a price point if you want to try a trade up or down.
- 3) You can use this list to do some product research.
- 4) You can use this list to do some pricing research.
- 5) You can use this list to do some inspiration research.
- 6) You can use this list to help level the playing field of choices because by putting things into a logical order, you can see who-is-who on this resource list. We love providing you with resources!

As a side note: many resources at the Upper Level sell only through designers or better retailers. Also, to help you make the distinction between a Retailer and a Brand/Manufacturer, we placed an * next to the names of brands and/or manufacturers.

While this list could go on, it's a great start! We are not endorsing or criticizing any brand or retailer noted. I do believe that all of the retailers and manufacturers at every end of the quality and price spectrum are doing their best to serve the specific market they believe they are here to serve. (Sure some do it better than others...but that's a different discussion!). We need all of the furniture levels or tiers, so long may they live.

Lastly, we did not categorize any of the resources shown as being from the "bottom, mid or upper level" within its own category (i.e....the "better end" of Entry Level). We'll leave that to you, but do feel free to check out one of our amazing & quick classes about getting smarter in furniture shopping. In them, you'll learn the risks and rewards of furniture shopping today plus smart strategies for purchasing from any of the 3 tiers, or for shopping on-line vs. in-store vs. from a decorator/designer. We even include purchasing and budget calculators and item cost breakdowns in those classes so designing gets even easier.

But I digress! Our Furniture & Retailer Resource List for Furnishings and Accessories is a convenient insider resource that can get you pointed in the right direction and even clear up some confusion for you!

So Happy Furniture Shopping...and remember to get out there and Be Wise!

BACKROOM CLASSROOM

Month 1 – SPOTLIGHT

FURNITURE & RETAILER RESOURCE LIST FOR FURNISHINGS AND ACCESSORIES

Entry Level Cost "GOOD"	Mid Level Cost "BETTER"	Upper Level Cost "BEST"
Ashley Furniture	Allan Copley Designs*	Althrop*
Ballard Catalog	Arhaus (store and catalog)	Baker Furniture*
Best Home Furnishings*	Bernhardt*	Barbara Barry*
Broyhill*	EJ Victor*	Bausman & Company*
Craftmaster*	Ethan Allen	Century*
Crate & Barrel	Hickory White*	Charles Stewart*
Fairfield*	Hooker Furniture*	Delos* (rugs)
Flexsteel*	Horchow Catalog	1 st Dibs
Home Decorator Collection	Kathy Kuo Home (on line)	Grange*
Ikea (store and catalog)		Habersham*
JC Penny (catalog as well)	Kouristan* (rugs)	Hancock & Moore*
King Hickory*	Lexington*	Henkel-Harris*
Lane*	Maitland Smith*	Henredon*
Lane Venture*	Mitchel Gold & Bob Williams*	Hickory Chair*
La-Z-Boy*	Nourison (rugs)*	J. Redmond*
Mealey's	Restoration Hardware (store and catalog)	Jessica Charles*
Pottery Barn (Teen & Kids, too)	Sam Moore*	Karges*
Raymour & Flanigan	Stanley*	Kindel*
Rowe*	Surya* (rugs)	Kravet*
Sears (store and catalog)	Thomasville Furniture	Lee Industries*
Shnadig*	Tommy Bahama*	Lillian August*
Vaughan-Bassett*	Tritter Feefer*	Maria Yee*
Wisteria Catalog		Old Biscayne Designs*
		Pearson*
		Ralph Lauren*
		Selva*
		Sherrill Furniture*
		Stark* (rugs)
		Stickley*
		Theodore Alexander*