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MAY 2018

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CLASSIC HOME





# RETAIL STARS

## The best and brightest

BY THOMAS LESTER

**H**ome Accents Today is proud to present to you 50 of the best and brightest home accessories retailers across the United States.

Sponsored by AmericasMart Atlanta, the annual 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 distinguish themselves from the competition. This is not a ranking and is not based on sales volume.

This year's group is as varied in as many ways as it's consistent. They come from all over with sales figures ranging from around \$1 million to a couple of hundreds of millions with differing views on selling online, what social media channel to participate in and whether or not to offer interior design services.

These Stars come from 26

states across the country with New York and Indiana leading the way with four selections each. Missouri, Oregon and Florida each have three Stars while two retailers were picked from Tennessee, Kansas, New Jersey, Minnesota, Washington, California, Michigan, Virginia, Illinois, Georgia, Texas and Arizona. Nevada, West Virginia, Kentucky, South Carolina, Utah, Massachusetts, Connecticut, Hawaii and Pennsylvania each have one Retail Star in the 2018 list.

While the majority of the Stars opened for business after the turn of the century, 18 of them have been in business since at least 19-something. Hildreth's Home Goods of Southampton, N.Y., first opened its doors in 1842, before a handful of this year's Stars' homes were even states. Other notables include Indiana's Garber's Interior Design, in business since 1935; Minnesota's HOM Furniture, which first began selling in 1971; and The Village Shoppes of Indi-

ana, which got started in 1975.

While our list isn't a ranking by sales, we like to take note of what stores are doing well there, and HOM Furniture leads the way in terms of overall sales volume. The Coon Rapids, Minn.-based operation reported an estimated \$235 million in sales among its 15 stores. It's also one of 12 Stars with multiple locations. Thirty-eight of our Stars only operate a single shop.

Online sales continue to be a proposition that vexes the brick-and-mortar retail industry, and our Stars are no exception. Of the 50, almost 70% (34 stores) report that they don't sell online, compared to 16 stores that are willing to do business via their website. Of the stores that sell online, Michele Varian SoHo tops the list with 15% of sales made via the internet.

As inspirational imagery continues to show up everywhere, from TV to social media and elsewhere, the majority of our Stars say it's important to offer interior

design services. In fact, nearly 3 out of 4 respondents indicate that they offer design help of some sort for shoppers.

Despite its recent headaches and bad headlines, Facebook continues to be the standard bearer in terms of our Stars' social media presences. The social network leads the way with 48 stores reporting that Facebook page is key among social media strategies. Instagram is nipping on its heels, though, with 45 Retail Stars active on the photo sharing site. You can also find several of our Stars on Pinterest (25), Twitter (18) and Houzz (16).

The Stars' profiles follow on the next page and we'll take a deeper dive into some of their most successful strategies and ideas in next month's Retail Recon. In July, Home Accents Today's editors will present a lunch-and-learn panel discussion with Retail Stars past and present at the Atlanta International Gift & Home Furnishings Market. ■



Finding the way to retail success in today's business climate demands a new world view of the competitive landscape. Across the 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 found their pathways to success in an environment we've come to call the New Normal. Each has a remarkable story uniquely their own. All constitute a collective study in the power of business innovation, imagination and persistence.

These 50 entrepreneurs are now set apart as the best and brightest in an industry populated by highly gifted achievers. How good it is to help

applaud and celebrate their remarkable accomplishments.

Sincerely,

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

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Garber's Interior Design

## DS GARDEN SHOP

Ramona, Calif.  
1 store

Estimated 2017 total sales: Less than \$1 million  
dsgardenshop.com

Garden, home and gift store, founded in 1998. Offers mid price points. Has 10 employees, including two sales associates. Carries decorative accessories, wall décor and garden/patio accessories. Attends Atlanta International Gift & Home Furnishings Market and Las Vegas Market. Active on social media through Facebook, Pinterest and Instagram. On any given day, customers can see cast stone designs being poured and sculpted. Merchandises in a Victorian cabin with gardens and outbuildings.

## ENJOLE INTERIORS

Evansville, Ind.  
1 store

Estimated 2017 total sales: More than \$1 million  
enjoleinteriors.com

Home accents specialist, founded in 2016. Offers upper-middle to high price points in 5,000 square feet of selling space. Sales per square foot, \$500. Home accents comprised 30% of 2017 total sales; accent furniture, 13%; other furniture, 11%; other merchandise, 46%. Has eight sales associates and four designers. Home accents 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/patio accessories. Key vendors include Bernhardt for accent furniture; Jaipur Living for area rugs; Global Views for decorative accessories; Visual Comfort for lamps/lighting. Attends Atlanta International Gift & Home Furnishings Market and High Point Market. Maintains a social media presence through Facebook, Instagram, Google+ and Houzz. Offers design services. Puts customer service first and offers seasonal events.

## FOLLY

Charlottesville, Va.  
1 store

Estimated 2017 total sales: Less than \$1 million  
follycville.com

Home accents specialist, founded in 2013. Offers middle to high price points in 1,200 square feet of selling space. Sales per square foot, \$565. Home accents comprised 35% of 2017 total sales; accent furniture, 40%; other merchandise, 25%. Has four sales associates and two designers. Home accents 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/patio accessories. Key vendors include Jaipur Living and Surya for area rugs; Visual Comfort and Bunny Williams Home for lamps/lighting; Sferra and Ryan Studio for soft goods. Attends High Point Market and NY Now. Active on social media through Facebook, Pinterest, Instagram and Houzz. Offers design services. Sources many unique products, both domestic and international.

## FOUNDRY42

Port Jervis, N.Y.  
1 store

Estimated 2017 total sales: Less than \$1 million  
f42home.com

Home accents, lifestyle and furniture store, founded in 2015. Offers middle price points in 2,500 square feet of selling space. Home accents accounted for 25% of 2017 total sales; accent furniture, 25%; other furniture, 25%; other merchandise, 25%. Has 10 employees, including eight sales associates. Carries accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, area rugs, tabletop/tabletop accessories and garden/patio accessories. Attends NY Now. Active on social media through Facebook and Instagram. Upstairs is another 2,500 square feet of event space.

## GARBER'S INTERIOR DESIGN

Elkhart, Ind.  
1 store

Estimated 2017 total sales: \$2.5 million  
garbersinteriordesign.com

Home accents specialist, founded in 1935. Offers lows to upper-middle price points in 10,000 square feet of selling space. Home accents comprised 50% of 2017 total sales; accent furniture, 20%; other furniture, 10%; other merchandise, 20%. Has nine employees, including seven salespeople. Accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, decorative pillows and throws, permanent botanicals, area rugs and tabletop/tabletop accessories. Key vendors include Uttermost and Sunpan for accent furniture; Loloi and Chandra for area rugs; Imax for decorative accessories; Uttermost for lamps/lighting; Uttermost for wall décor; Saro for soft goods. Attends Las Vegas Market. Maintains a social media presence through Facebook and Instagram. Offers design and remodeling services. Offers a VIP discount program to select clients and also offers after-hours, private shopping parties.

## GOLDEN & PINE

Kansas City, Mo.  
1 store

Estimated 2017 total sales: Less than \$1 million  
goldenandpine.com

Home accents specialist, founded in 2015. Offers upper-middle to high price points in 1,200 square feet of selling space. Home accents accounted for 90% of 2017 total sales; accent furniture, 10%. Has five total employees, all sales associates. Home accent products include accent furniture, decorative accessories, lamps, lighting fixtures, wall décor, top of bed, area rugs, tabletop/tabletop accessories, garden/patio accessories and live plants. Key vendors

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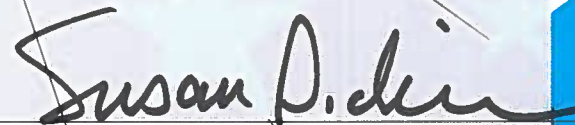
RETAIL STAR  
for creative excellence

## FOUNDRY42

Port Jervis, N.Y.

CREATIVE RETAILING IS A LABOR OF LOVE, a tale of passion and a testament to truly inventive entrepreneurs. As a **Home Accents Today Retail Star** you are recognized for your innovative approaches to marketing and merchandising and having an impact on your community. We celebrate your business success and your ability to raise the bar on retailing in your local market.

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SUSAN DICKENSON, EDITOR IN CHIEF