

Home Accents Today

THE INFORMATION SOURCE FOR THE HOME ACCENT INDUSTRY

MAY 2013

THE BEST OF MARKET

HIGH POINT MARKET
REVIEW OF PRODUCTS

SPECIAL SECTION
2013 RETAIL STARS

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AmericasMart Atlanta



The Best & The Brightest

HOME ACCENTS TODAY IS PROUD TO present its ninth annual 50 Retail Stars list.

Sponsored by Americasmart, the Retail Stars list recognizes independent brick-and-mortar retailers of home accents, including furniture stores and interior design boutiques, who are creative in their merchandising, contributing to their communities and distinguishing themselves from the competition.

As in years past, our 2013 Retail Stars come with 50 different personalities, styles, sizes, shapes, and histories. Our stunning shops, representing 27 states and Canada this year, are housed in shopping malls, in Main Street storefronts, in renovated barns and historic structures, in up-and-coming arts districts, in new LEED-certified structures and in established design districts.

One of this year's Stars, Hildreth's Home Goods, is still in the same location where it opened in 1842, on Main Street in Southampton, N.Y. Want to talk about staying power ... and changing with the times? Hildreth's started out selling dry goods, housewares, wheels of cheese, fruits and vegetables, later adding butter churns, spittoons, buggy whips, buffalo robes and whaling harpoons. During its first 30 years of operation, Hildreth's inventory was delivered via horse and wagon. The store's history notes that ordering improved in 1844, "with the invention of the telegraph." On a buying trip to

New York in 1870, founder Lewis Hildreth contracted smallpox and died. His widow, sons and progeny continued the business, which grew with the Hamptons. In the 1940s, the store began to add



Bay Design Store

home furnishings. Today, Hildreth's operates in a total of 80,000 square feet at three locations and is the largest source for interior and outdoor home furnishings in the Hamptons.

Like most of this year's stars, Hildreth's has a social media presence that includes sharing decorating and design tips on Twitter, Facebook, Pinterest and a daily

blog. Forty-eight of our 2013 Retail Stars are active on Facebook, 32 are pinning on Pinterest, 23 are tweeting, 12 are on Google+, and nine maintain blogs.

California, Florida, North Carolina and New York each contributed four stores to this year's list, and Michigan, Texas and Virginia each gave us three.

The largest store on this year's list, Bernie & Phyl's Furniture, rang up \$112 million in total sales last year, about 10% of which were accessories, accent furniture and rugs. The family-owned business operates eight stores across Massachusetts, New Hampshire and Rhode Island.

Five of our stores are at least 50 years old (including Hildreth's). Five stores opened in the 1970s, eight opened in the '80s, six opened in the '90s, and 26 opened in this century.

A summary of the selection methodology follows this year's list, which is presented in alphabetical order and is by no means comprehensive. Many more stores than the 50 listed here are strong retailers within their communities, and we will continue to spotlight them in our pages each month.

We hope the photos and summaries will inspire you to visit the 2013 Retail Stars' websites, shop their stores and engage with them via social media.

BY SUSAN DICKENSON & STEPHANIE NICKELL

STAR. SUPERSTAR. SHINING STAR.



NO MATTER WHO WE are, or what we do, our star radar is always on. We're ready for a sighting. It's the universal attraction to those few who achieve that powerful, unmistakable force known as star quality. Sometimes it's

hard to detect exactly where the attraction lies. But we know it when we see it. And so does the world.

Retail Stars create their own style and chart their own course.

They've worked very hard to be different, and it shows.

**RETAIL STARS CREATE
THEIR OWN STYLE
AND CHART THEIR
OWN COURSE.**

They understand the power of branding. Every day, they're working to make their own unique brand more powerful.

Why? Because Retail Stars understand

that a strong brand is the gateway to strong, sustained sales—and they know that customer brand loyalty is priceless.

The 50 retailers you're about to meet have built businesses worthy of stardom. Each has an amazing story to tell. And we're delighted to celebrate their accomplishments here, with you.

JEFFREY L. PORTMAN, SR.
President and Chief Operating Officer
AmericasMart Atlanta





INSIDE STYLE HOME AND DESIGN

- Las Vegas
- 1 Store
- Estimated 2012 Total Sales: Less than \$1 million
- insidestylehome.com

Home furnishings specialist, founded in 2004. Store offers promotional to high-end lines in 1,500 square feet of selling space in Las Vegas' 18B Arts District. Has four employees, including two salespeople. Home accents accounted for 25% of 2012 total sales; accent furniture, 25%; and furniture, 50%. Home accents include accent furniture, lamps, lighting fixtures, wall décor, decorative pillows and throws, area rugs and decorative accessories. Major suppliers include Arteriors, Global Views and Made Goods for accent furniture; Surya and Chandra for area rugs; Cyan, Made Goods, Global Views, Mercana, Arteriors and Studio A for decorative accessories; Global Views, Arteriors and Uttermost for lamps; and Left Bank, Cyan and Made Goods for wall décor. Has a social media presence through Twitter, Facebook and a blog. Hosts small events regularly for nonprofit organizations. Merchandises in vignettes using color blocking. Says it has had increased traffic from a large, colorful mural painted on the side of its building.

INTERIORS ETC.

- Mishawaka, Ind.
- 1 Store
- Estimated 2012 Total Sales: Less than \$1 million

Home accent specialist, established in 1975. Store offers mid-priced to high-end lines in 8,000 square feet of selling space. Has 19 employees, including 12 salespeople. Home accents accounted for 55% of 2012 total sales; accent furniture, 15%; furniture, 20%; and other merchandise, 10%. Home accents include accent furniture, lamps, wall décor, decorative pillows and throws, permanent botanicals, area rugs,

tabletop, garden and patio accessories and decorative accessories. Major suppliers include C.R. Laine, Uttermost, Butler, Hooker, Cyan and Imax for accent furniture; Nourisan, Jaipur and Surya for area rugs; Imax, Import Collection, Cyan, Uttermost, Creative Co-Op, Raz, Oriental Danny, Art As Antiques, Peking and C & F for decorative accessories; Uttermost, A Homestead Shoppe, Cyan and Avala for lamps; and Paragon, Propac, Wentworth and Uttermost for wall décor. Has a social media presence on Pinterest and a blog. Organizes merchandise in room settings and updates four times a year in coordination with special events. Special events include quarterly girls' night outs with themes such as Chinese New Year's party, Gardening Gala, Martini Madness and Entertain with Style. Says its best retail ideas have been a Paris Flea Market and Portobello Road Market featuring antiques, décor, refreshments and music in a Paris theme and London theme, respectively.



J. BANKS DESIGN

- Hilton Head Island, S.C.
- 1 Store
- Estimated 2012 Total Sales: \$5 million - \$9.9 million
- jbanksdesign.com

Home accent and gift specialist, founded in 2008. Store offers upper-middle to high-end lines in 3,500 square feet of selling space. Total sales per square foot, \$178. Has 34 employees, including nine salespeople. Home accents accounted for 26% of 2012 total sales; accent furniture, 18%; furniture, 37%; and gifts, including handbags, jewelry and pet items, 19%. Home accents include accent furniture, lamps, lighting fixtures, wall décor, decorative pillows and throws, permanent botanicals, tabletop, garden and patio accessories, decorative accessories and top-of-bed. Key vendors include Stanford Furniture, Bliss, Arteriors, Regina Andrews, Jamie Young, Barbara Cosgrove and

Mr. Brown for accent furniture; Stanford Furniture, Bliss, Arteriors, Regina Andrew, Jamie Young, Barbara Cosgrove and Mr. Brown for decorative accessories; Visual Comfort and Currey & Company for lamps; and Shadow Catchers and Wendover Art for wall décor. Has a social media presence through Twitter, Facebook, Pinterest and Instagram. Hosts and presents educational seminars on design, trends, gardening and entertaining. Believes its LEED-certified building's architecture and color palette set it apart. Held a three-month event series called Shrimp, Collards and Grits, with artist demonstrations and cooking events.



LEGGY BIRD DESIGNS

- Libertyville, Ill.
- 1 Store
- Estimated 2012 Total Sales: \$1 million - \$2.9 million
- leggybirddesigns.com

Home accents specialist, founded in 2009. Store offers promotional to high-end lines in 1,000 square feet of selling space. Has 10 total employees, including five salespeople. Home accents accounted for 50% of 2012 total sales; accent furniture, 20%; furniture, 25%; and jewelry, 5%. Home accents include accent furniture, lamps, lighting fixtures, wall décor, decorative pillows and throws, area rugs, tabletop, decorative accessories and antiques. Key vendors include Lee, Cisco Brothers, American Leather and Four Hands for accent furniture; Surya, BS Traders, Saddleman's of Santa Fe, Dash & Albert and Kashanian for area rugs; Arteriors and Global Views for decorative accessories; Currey & Company, Visual

