

# DISEÑO Y ESTILOS DE MUEBLES EN LOS EEUU



**Porque es tan importante  
el mercado americano?**

**Es el primer comprador de  
muebles del mundo**

# Dimensión del Mercado

## *Gastos en muebles por hogar (\$ MILLONES a precio de minorista)*

Año	\$ Caudal	% Cambio	\$ 1996	% Cambio
1991	37,700	-1.9	41,376	-1.9
1992	38,957	3.3	41,730	0.9
1993	41,811	7.3	44,046	5.5
1994	45,134	7.9	46,264	5.0
1995	47,502	5.2	48,149	4.1
1996	50,949	7.3	50,949	5.8
1997	53,757	5.5	53,812	5.6
1998	56,425	5.0	56,597	5.2
1999	60,291	6.9	60,621	7.1
2000	64,239	6.5	63,773	5.2
2001	66,400	3.4	66,069	3.6
2002	68,326	2.9	67,853	2.7
<b>2003</b>				
<b>2004</b>				
<b>2005</b>		<b>3.0%</b>		<b>Crecimiento Promedio Anual</b>
<b>2006</b>				

Source: U.S. Department of Commerce

**\$ 74, 700  
MILLONES**

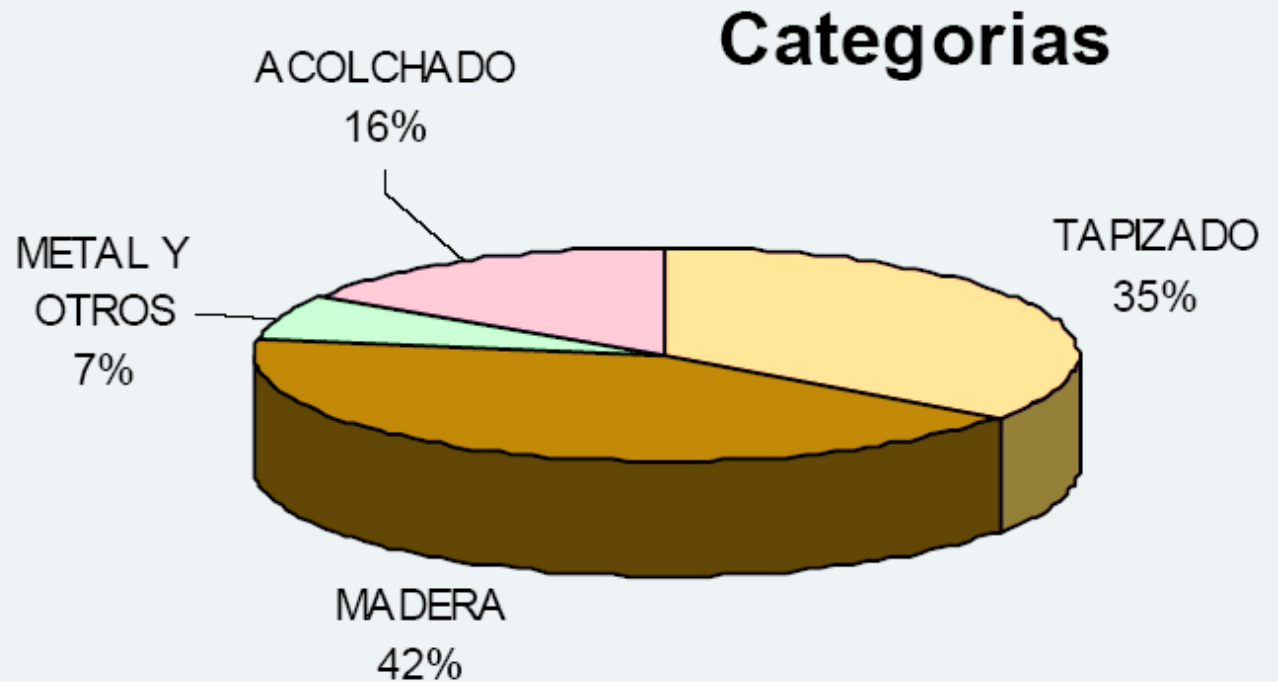
## Dimensión del Mercado

El fabricante de  
muebles recibe  
en promedio el  
**48%** del precio  
de venta

**Dimensión  
del  
Mercado**

**\$ 35, 600  
millones**

# División del Mercado por categorías



\$ 14, 900 millones

\$ 16,000 millones (máximo)

Datos al 2006 - PROMPEX

**Cuanto le  
vendemos  
a los EEUU  
en  
muebles  
de madera  
y afines**



**\$ 17'220.000**

**0.12%**

**de las importaciones  
de los EEUU**

Datos al 2006 - PROMPEX

Como esta  
dividida  
esta  
exportación

2006			
#	Partida	Descripción Partida	Valor FOB USD
1	9403600000	LOS DEMAS MUEBLES DE MADERA	8.984.558,01
2	9403500000	MUEBLES DE MADERA DEL TIPO DE LOS UTILIZADOS EN DORMITORIOS	3.538.502,50
4	9401800000	LOS DEMAS ASIENTOS	1.772.067,21
6	9401690000	LOS DEMAS ASIENTOS CON ARMAZON DE MADERA	1.363.653,91
8	9403300000	MUEBLES DE MADERA DEL TIPO DE LOS UTILIZADOS EN OFICINAS	842.616,76
12	9403900000	PARTES DE MUEBLES	343.026,92
13	9403400000	MUEBLES DE MADERA DEL TIPO DE LOS UTILIZADOS EN COCINAS	246.089,31
16	9403800000	MUEBLES DE OTRAS MATERIAS, INCLUIDOS EL ROTEN (RATAN), MIMBRE, BAMBU O MATERIAS SIMIL	126.288,39
33	9401500000	ASIENTOS DE ROTEN (RATAN), MIMBRE, BAMBU O MATERIAS SIMILARES	4.907,00
TOTAL			17.221.710,01

**Conozcamos nuestra  
competencia en el mundo**

**Conozcamos  
nuestra  
competencia  
en el mundo**

**CHINA ..... 42%**  
**Crecimiento anual del 34% desde 1997**

**Además de los bajos precios, la calidad del  
mueble Chino ha venido mejorando cada año**

**La razón: fabricantes estadounidenses fueron  
los primeros en introducir nuevas tecnologías y  
estándares de calidad a países asiáticos para  
aprovechar la mano de obra barata**

**Cada vez hay mas diseñadores chinos  
estudiando en las mas prestigiosas escuelas  
del mundo**

**CHINA** ..... **42%**  
**Crecimiento anual del 34% desde 1997**



**Conozcamos  
nuestra  
competencia  
en el mundo**

**CANADA ..... 20%**

**Hasta el 2000 era el numero 1 con un  
26% de participacion delmercado**

**Posee una gran calidad y cercanía con los  
EEUU lo cual favorece la exportación**

**Sigue siendo líder en exportación de muebles  
de cocina y de oficina, en el resto de categorías  
China es el numero uno.**

**El productor Canadiense entiende muy bien al  
mercado americano porque comparten muchas  
similitudes de vivienda y gustos en el  
mobiliario.**

CANADA ..... 20%

Hasta el 2000 era el numero 1 con un 26%  
de participacion delmercado



Country Roots Hotel



© Country Roots Furniture, Inc.



© Country Roots Furniture, Inc.

# CANADA ..... 20%

## Hasta el 2000 era el numero 1 con un 26% de participacion del mercado

http://www.countryroots.com/products\_services/catalog/armoires\_cupboards\_cabinets/index.html

### Country Roots

HOME COMPANY INFO PRODUCTS & SERVICES CONTACT US SITE MAP

ACCESSORIES

ARMOIRES/CUPBOARDS/CABINETS

BEDS

BOXES

BUFFETS/SIDEBOARDS/HUTCHES/PANTRIES

CHEST OF DRAWERS

DESKS/HOME OFFICE

DINING TABLES

OCCASIONAL TABLES

SEATING


















SHELVES & BOOKCASES

TV/STEREO UNITS

WORK TABLES

Search

Click thumbnail images

			
#101-4G Wall Cupboard	#101-O Wall Cupboard	#103 Linen Press	#104 Linen Press
			
#708 Jam Cupboard	#713 TV/Stereo Cabinet	#110 TV Cabinet	#718-G Spice Cabinet
			
#718-P Medicine Cabinet	#719 Medicine Cabinet	#711 Amish Jam Cupboard	Discontinued Amish Wall Cupboard
			
#105 Riel Armoire	#105 Riel Armoire - Hand Painted	#107 Riel TV Hutch	#108 Doukhobor Armoire
			

Internet

**Conozcamos  
nuestra  
competencia  
en el mundo**

**ITALIA ..... 7%**  
**Es el tercer mayor exportador**

**Excelente reputación, principalmente en el  
mueble de gama media alta.**

**Sin embargo sus exportaciones han reducido  
en los últimos años**

**Casi la mitad de lo que exporta es mueble  
tapizado de uso residencial.**

# ITALIA ..... 7%

## Es el tercer mayor exportador

http://www.spacify.com/

[ SPACIFY ]  
MODERN CONTEMPORARY FURNITURE

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Modern Furniture, Contemporary Furniture From European & Italian Designers Online!

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- Bedroom
- Bathroom
- Dining Room
- Office
- Outdoor
- Kitchen
- Family & Living
- Kids

**By Category**

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- Seating
- Lighting
- Tables
- Storage
- Rugs

**By Design**

- Modern Classics
- Solid Wood



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- 
- 

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**Spacify: Your online store for modern furniture & contemporary furniture for your home & office furnishings!**

We offer affordable modern contemporary furniture, European designer home office furnishings, Italian furniture, and retro Bauhaus designs for every room. Contemporary styles from European & Italian designers for bedroom, bathroom, dining room, kids, family, living beds room, and outdoor includes contemporary platform beds, sofas, chairs, tables, desks, and rugs. Get free shipping on modern contemporary furniture items in designer home theater entertainment, modern retro family living room furniture, & other great home decor ideas on contemporary outdoor furniture & children living spaces.

# NATUZZI

It's how you live

especial para  
usted

colección

quiénes somos

tiendas



## PROMOCIÓN KUBIK



## COLECCIÓN

Descubra los tres estilos de  
nuestros Mundos.



## TIENDAS

Encuentre la tienda más cerca de  
sí.

cuidado de los productos. garantía. preguntas más frecuentes. trabaje con nosotros. contacte con nosotros.

© Natuzzi

especial para  
usted

**colección**

casual esprit  
urban feel  
vintage mood  
funciones  
tapizados

quiénes somos

tiendas

**NATUZZI**

It's how you live



**CASUAL ESPRIT**

Diferentes fibras y texturas tomadas de las armoniosas formas de la naturaleza.



**URBAN FEEL**

La sencillez de las osadas líneas arquitectónicas.



**VINTAGE MOOD**

Inspiración y carácter intemporales, objetos con una fuerza arquetípica.

[cuidado de los productos](#), [garantía](#), [preguntas más frecuentes](#), [trabaje con nosotros](#), [contacte con nosotros](#).

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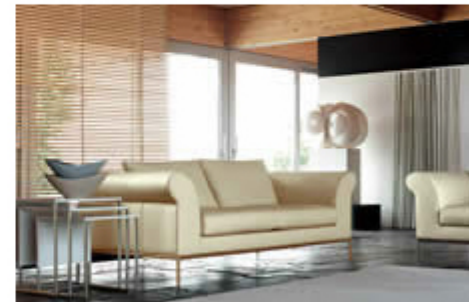
tiendas

página 1 | página 2 | página 3

## CASUAL ESPRIT



**LOTUS**



**KAREN**



**TAHIRA**



**LOREN**



**SUAD**



**VETRINA CASUAL**



**COLORES Y TAPIZADOS**

Formas armoniosas en una fusión de diferentes fibras y texturas. Materiales que es un placer tocar, irregulares, tejidos asimétricos, pieles naturales. Los colores son cálidos. Radiantes. Tono sobre tono. Las líneas son abiertas y acogedoras, en un armonioso diálogo con su entorno. La naturaleza, con sus espacios abiertos, inspira la creación de un mundo ecléctico y de ricos matices.

página 1 | página 2 | página 3

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**colección**  
casual esprit  
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**NATUZZI**  
It's how you live

página 1 | página 2

## URBAN FEEL



**EGO**



**JULIA**



**OSAKA**



**BARBAN**



**VINCENT**



**VETRINA URBAN**



**COLORES Y TAPIZADOS**

La sencillez de las osadas líneas arquitectónicas. Abraza tu entorno: luminoso y vital. Los colores son personales. Las formas rigurosas. Los materiales son opacos y brillantes. Vivimos en un mundo cosmopolita en el que necesitamos encontrar nuestro equilibrio.

página 1 | página 2

especial para  
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página 1 | página 2

## VINTAGE MOOD



INGA



SAMUEL



ARIS



TEX



VETRINA VINTAGE



VETRINA VINTAGE



COLORES Y TAPIZADOS

Inspiración y carácter que parecen ir más allá del tiempo. El culto al arquetipo, el gusto por buscar artículos genuinos. Reinventar y reinterpretar. Las superficies son desiguales. Los materiales sin tratar. Las pieles con arrugas de haber sido vividas, colores tierra y naturales. Una apelación de los estímulos a los recuerdos de un mundo que expresa el valor de la cultura, y habla de la solidez y durabilidad.

página 1 | página 2

**Conozcamos  
nuestra  
competencia  
en el mundo**

# **MÉXICO Y TAIWAN**

**Otro de los grandes exportadores a los  
EEUU**

**Tipo de principal mueble los de ratán, caña,  
bambú y plástico**

**Uso residencial**

# MÉXICO



# MÉXICO



- HOME
- MEXICAN RUSTIC
- KIDS FURNITURE
- UNFINISHED
- FINISHED
- BEDROOM
- ENTERTAIN. CNTRS
- HOME OFFICE
- KITCHEN / BATH
- SEATING
- DINING ROOM
- ACCENT TABLES
- WALL DECOR
- BOOKCASES
- CABINETS
- HUTCH / BUFFETS
- ACCESSORIES
- OUTDOOR / PATIO
- STORAGE
- CLEARANCE
- CUSTOM FINISHING
- STORE LOCATIONS
- \*\* FREE SHIPPING \*\*
- MANUFACTURERS
- POP'S BROCHURE

- VIEW CART
- CUSTOMER SERVICE
- SEARCH
- POP'S POLICIES

## Pop's Unfinished Furniture



Spring Sale



## Unfinished Furniture

### UNFINISHED FURNITURE

*Unfinished Furniture.* Natural wood to suit every taste and style. From the familiar Alder, Birch, Maple, Oak and Pine to the exotic Eucalyptus and Parawood, Pop's offers a variety of unpainted furniture as varied as your imagination. Hand-painting, staining, stenciling, crackle-glazing and distressing are more than just a fun way to do-it-yourself. Each piece of unfinished furniture is a beautiful blank canvas awaiting only your creativity to make it one of a kind. Well-built enough to last for years, your custom hand-finishing makes the difference between used furniture and an heirloom.



#### Accessories

**On Sale Now!**  
Unfinished Little Extras  
at Great Big Savings!



#### Bedroom Furniture

**Huge Savings!**  
Exciting Unfinished Furniture at  
Restfully Low Prices!



#### Dining Room Furniture

**On Sale Now!**  
Unfinished Dining Room  
Furniture at Delicious Prices



#### Family/Living Room



#### Home Office Furniture



#### Kids Furniture

# MÉXICO

Dirección <http://www.lafuente.com/>

## La Fuente Imports

"A piece of Mexico for your home..."

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### Invite a piece of Mexico into your home...



Rustic Collection Furniture D

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Featured Item  
Colonial Chair  
Sale \$82.33



### Tin Mirrors

[Tin Mirrors](#) | [Tile Mirrors](#)  
From contemporary to traditional, our collection of elegantly crafted tin and talavera tile mirrors will make an outstanding addition to your décor.  
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### Cantina Supplies

[Beer Coolers](#) | [Supplies](#)  
Accessorize your private cantina with authentic beer coolers and bar supplies from Mexico.  
[Cantina Supplies](#) ▶

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[Talavera Pottery](#)  
[Paper Mache Art](#)



Our handcarved and rustic pine furniture lines will add Southwest style to any home or office.

### Furniture

[← Carved Table](#)



Our selection of high quality Mexican folk art is sure to enhance your home décor.

### Mexican Art

[← Oaxacan Art](#)



Pottery and rugs to pewter and paper mache, add a piece of Mexico to your home today.

### Accessories

[← Talavera Planters](#)



Browse our latest collection of rustic furniture to find the perfect log décor for your humble rustic abode.

### Log Collection

New



From Chile, where 22,000-foot peaks watch over lush valleys rolling to the sea, comes this line of unique Cactus Inlaid Furniture.

### Cactus Collection



Enter your Email address to receive La Fuente Email promotions:

# TAIWAN



# TAIWAN



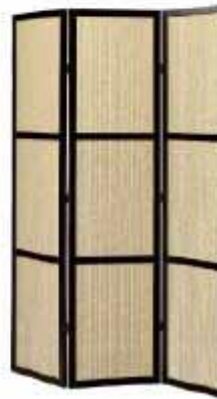
# TAIWAN



# TAIWAN



## PAPER RATTAN COLLECTION



Screen  
window blinds  
lighting  
pillow  
ottoman  
storage units  
stationary  
accessories  
and more



**Conozcamos  
nuestra  
competencia  
en el mundo**

**MALASIA, INDONESIA,  
TAILANDIA Y FILIPINAS**  
Incrementan sus exportaciones  
año a año

**BRASIL**  
Proveedor emergente, crecimiento del  
28% anual desde 1997

**REINO UNIDO, DINAMARCA,  
ALEMANIA y FRANCIA**  
Cada uno tiene un 1% del mercado

F O D A

# Conozcamos este mercado

## OPORTUNIDAD ES

Crecimiento del mercado en la construcción inmobiliaria.

Crecimiento de la población, sobre todo el grupo hispano.

Consecuentemente este grupo tiene mas poder adquisitivo y nos es mas fácil llegar por similitud idiomática a este grupo.

**Tendencia en considerar al mueble como un objeto de moda y no un objeto para toda la vida.**

**Tendencia a la venta de ambientes y estilos de vida.**

**Expansión del SOHO**  
Small office house office

**Conozcamos  
este mercado**

**OPORTUNIDAD  
ES**

**MERCADO DE LA  
DECORACIÓN**

Antes ...





... Ahora



PERNILLA Isla, var pag. 242

€5,99 /m

**Estilo de vida !!!**

# Conozcamos este mercado

## AMENAZAS

Mercado altamente **competitivo y complejo**.

Competencia asiática y de otros países emergentes que ejercen presión en los **precios** y márgenes, además cada vez producen con **mejor calidad**.

Difícil acceso a los **canales de distribución** si es que uno es nuevo en el mercado.

La mejor opción es conseguir un **socio comercializador**

# Conozcamos este mercado

## FORTALEZAS

**Cercanía idiomática y cultural con el grupo hispano** de crecimiento demográfico y económico alto.

Variedad de **especies maderables** para la utilización en muebles

**Riqueza cultural** que puede ser explotada mediante un **buen marketing**

**Creatividad Peruana**

Estamos saliendo al mundo.

COMIDA



# MODA




GIULIANA TESTINO [ADVERTISING](#) [THE COLLECTION](#) [ACCESSORIES](#) [STORES](#)



2005 Giuliana Testino

[ABOUT GIULIANA TESTINO](#) [CONTACT](#)

Bramidia 

# Conozcamos este mercado

Falta de unión entre las empresas para poder consolidar **consorcios productores**.

Escasa presencia en el mercado americano lo cual dificulta el **posicionamiento del mueble peruano**.

No hay una imagen del mueble peruano como tal, es decir **falta de un diseño o tendencia propia** que permita identificar los muebles como provenientes de Perú como en el caso Mexicano, Tailandés, Hindú o el Italiano.

**Plazos y calidad** de entrega

Carencia de la cultura del **servicio post-venta**.

## DEBILIDADES

**QUE COMPRA ESTE MERCADO?**

**Analicemos esta demanda**

**Quienes son  
nuestros  
clientes?**

**293.655.404 habitantes**

**31,9 habitantes/ km2**

**La población urbana es el 79%**

**49.2% hombres, 50,8% mujeres**

**66.7% ..... 15 – 64 años**

**20.9% ..... 0 - 14 años**

**12.4% ..... mas de 65 años**

**Edad media 36 años**

# Quiénes son nuestros clientes?

Mercados que Superan el Billón de \$ de Gasto en Mueble	Ventas en Billones de \$		Incremento '04-'09
	2004	2009	
New York-Northern New Jersey-Long Island, NY, NJ	4.86	5.78	18.9%
Los Angeles- Long Beach-Sta Ana, CA	2.96	3.56	20.3%
Chicago-Naperville-Joliet, ILL, IND, WIS	2.39	2.86	20.5%
Philadelphia-Camden-Wilmington, PA, NJ, DE, MD	2.55	2.84	19.1%
Washington-Arlington-Alexandria, DC, VA, MD, WV	1.44	1.79	23.8%
Dallas-Fort Worth-Arlington, TX	1.43	1.84	28.4%
Miami-Fort Lauderdale-Miami Beach, FL	1.38	1.73	25.7%
Boston-Cambridge-Quincy, MA, NH	1.26	1.50	19.1%
Houston-Baytown-Sugar Land, TX	1.25	1.58	26%
Atlanta-Sandy Springs-Marietta, GA	1.20	1.57	30.7%
Detroit-Warren-Livonia, MI	1.19	1.40	17.5%
San Francisco-Oacklan-Fremont, CA	1.18	1.40	19.1%

Los mercados de mayor crecimiento serán en el Estado de Georgia; Atlanta-Sandy Springs-Marietta con un crecimiento esperado del 30.7% y Dallas-Fort Worth-Arlington en el estado de Texas con un crecimiento esperado del 28.4%.

NY



NY

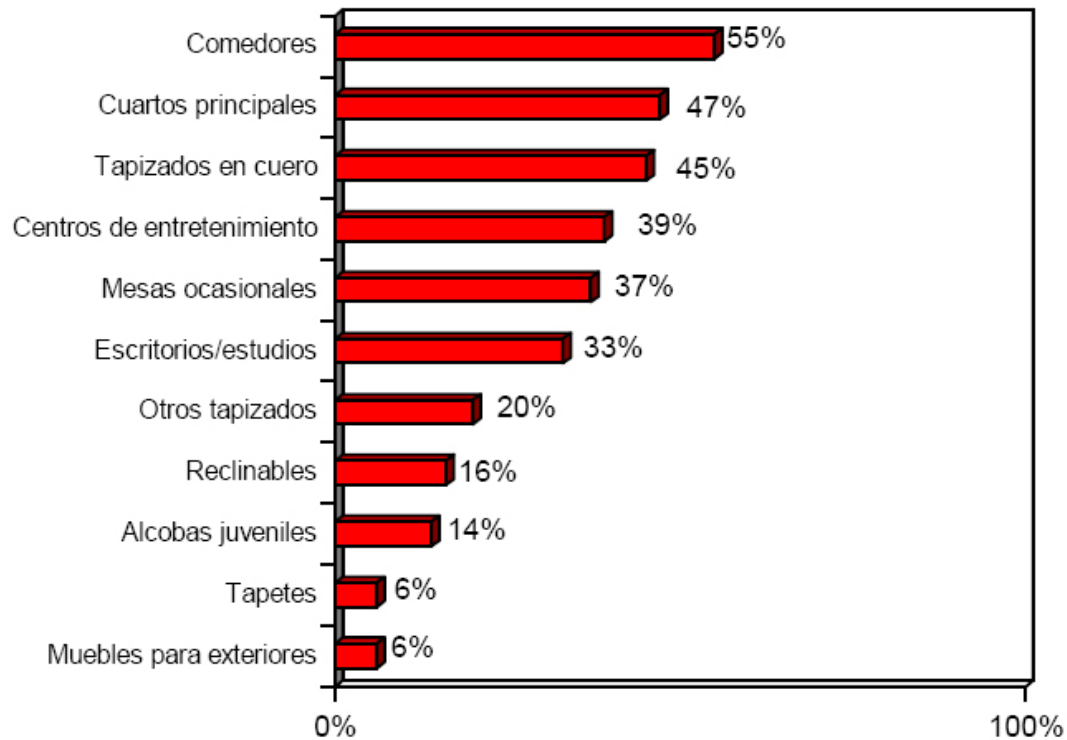


# CA



# Quiénes son nuestros clientes?

## EE.UU. - Principales tipos de muebles importados



Fuente: Furniture Today

**El estilo de mueble se ha mantenido  
relativamente igual en los últimos  
años**

**Pero ha variado considerablemente la  
calidad y la baja de los  
precios**

# EL PORQUE?

A NIVEL MUNDIAL EL MUEBLE EL SE HA CONVERTIDO EN UN PRODUCTO DE MODA, MARCADOS POR TENDENCIAS ARTISTICAS, Y MUCHAS VECES IMPUESTAS POR LAS MODAS FEMENINAS.

**ESTA MODA A QUE NOS  
LLEVA?  
AL CAMBIO CONSTANTE DEL  
PRODUCTO**

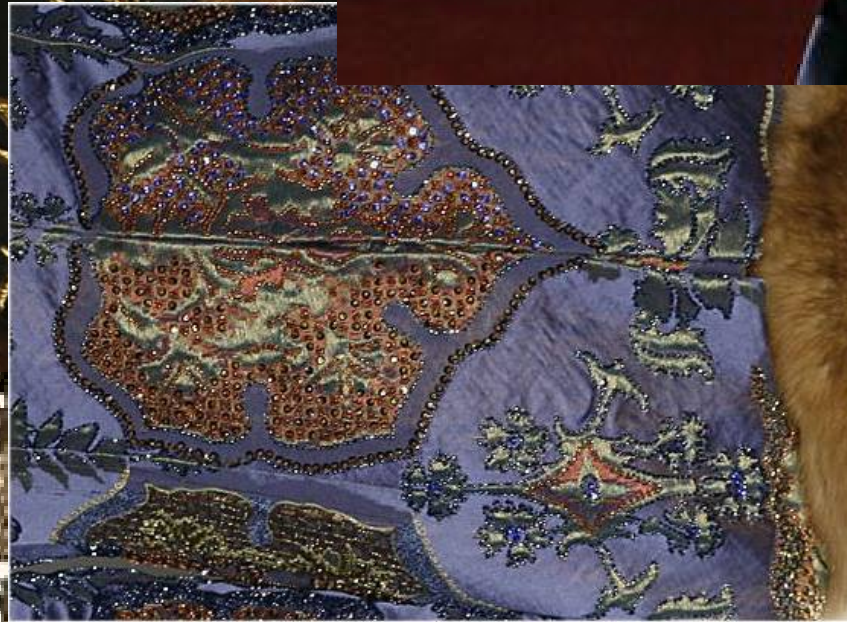
**ESTOS PATRONES DE MODA NO SOLO  
INFLUYEN EN EL DISEÑO DEL MUEBLE  
SINO TAMBIEN EN LAS MATERIALES Y  
LAS CONBINACIONES.**















**PERO AUN SIENDO UN PRODUCTO DE  
MODA, EL MERCADO NORTE  
AMERICANO ES MUY CONSERVADOR**

**POR LO TANTO EL ESTILO  
PREDOMINANTE DE MUEBLES SON  
LOS DE SIGLO XVIII.**

**PERO CON UNA VARIANTE - MUEBLES  
MAS CASUALES Y FACILES DE  
USAR -**



**PERO EL MUEBLE  
CONTEMPORANEO OCUPA  
MAS DE UN 25%**

COMO EL MUEBLE ES UN OBJETO DE  
MODA EL CONSUMIDOR **NO**  
PRETENDE QUE ESTE LE DURE **TODA**  
**LA VIDA**, AL CONTRARIO NO  
ESPERARA INCLUSIVE QUE EL  
MUEBLE ESTE VIEJO PARA  
**CAMBIARLO**

POR LO TANTO PREFIERE  
SACRIFICAR CALIDAD PARA  
OBTENER UN MEJOR PRECIO

LA PRIORIDAD ES LA **APARIENCIA**

**Los muebles son mas grandes  
debido a que las casas son mas  
espaciosas**

**Los armarios no se utilizan para  
guardar ropa.**

**Los grandes comedores y salones  
han perdido importancia.  
Actualmente se requieren que  
sean mas informales**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

**Los equipos tecnológicos de entretenimiento son mas importantes y el mueble debe adaptarse a ellos.**

**Gran interés por los muebles que con movimiento.**

**El mueble debe ser mas fácil de combinarse con otros muebles en diferentes estilos y colores.**

**NEUTRAL**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

**Mucha rotación del mobiliario familiar y de oficina (moda), se debe ofrecer mueble no muy caros y fácilmente combinables o con alguna característica modular.**

**La fabricación debe ser estandarizada por lo tanto el diseño también, para que mediante modificaciones rápidas y sin afectar la estructura del mueble se pueda hacer algo en apariencia distinto**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# QUE ESTILOS SE VENDEN?

- **ESTILO CLASICO EUROPEO SIGLO XVIII**
  - **DISEÑO MODERNO (MINIMALISTA Y CONTEMPORANEO)**
- **ETNICOS Y REGIONALES (MEXICANO, TAILANDES, INDIO, DE CAMPO, COLONIAL, RUSTICO, ETC.)**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# CUALES SON SUS PREFERENCIAS?

- **Multifuncionalidad, flexibilidad y confort.**  
Ejem: sistemas modulares o muebles de doble función.

- **Mas diseño.**

A consecuencia del minimalismo, diseño enfocado en mejorar calidad, alto uso de colores (tapices), cromo, diseño barroco, diseño retro.

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# CUALES SON SUS PREFERENCIAS?

- En su mayoría diseños simples y cúbicos, pero hay tendencias a moverse a estilos mas suaves, líneas redondeadas y formas orgánicas.
- Patas pequeñas y visibles hechas en metal o madera.

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# CUALES SON SUS PREFERENCIAS?

- **Combinación del mueble en madera con cromo o metal.**
- **Partes interiores y marcos no expuestos por lo general están hechos de una madera inferior calidad, y las partes expuestas son en maderas mas finas.**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO ALTO

**Esto representa el 20% del mercado pero 40% del valor**



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO ALTO

- Este mercado busca lo distinto, exótico y de alta calidad de manufactura.
- Materiales nobles y regionales.
- Diseño de carácter local-regional (moderno) o histórico.



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO ALTO

- Se debe entrar a este mercado diferenciando el producto.
- Por diseño o manufactura
- Muebles pequeños por lo general pero hay un pequeño nicho que gusta de muebles monumentales de gran tamaño y alto precio



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO ALTO

- Se debe acceder a este mercado mediante distribuidores especializados o cadenas minoristas
- Porque este comprador es tradicional y desconfía de nuevas ofertas.
- **COMPRA LA MARCA**



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO ALTO

- Margen de las tiendas del precio de venta = 43%



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO

**Esto representa el 40% del mercado pero 40% del valor**



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO - BAJO

Esto representa el 40% del mercado pero 20% del valor



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO - BAJO

- **Competencia fuerte**
- **Muebles de medidas estandarizada y modulares, sin diseño diferenciado.**



# SEGMENTACION DEL MERCADO POR PRECIO

## PRECIO MEDIO - BAJO

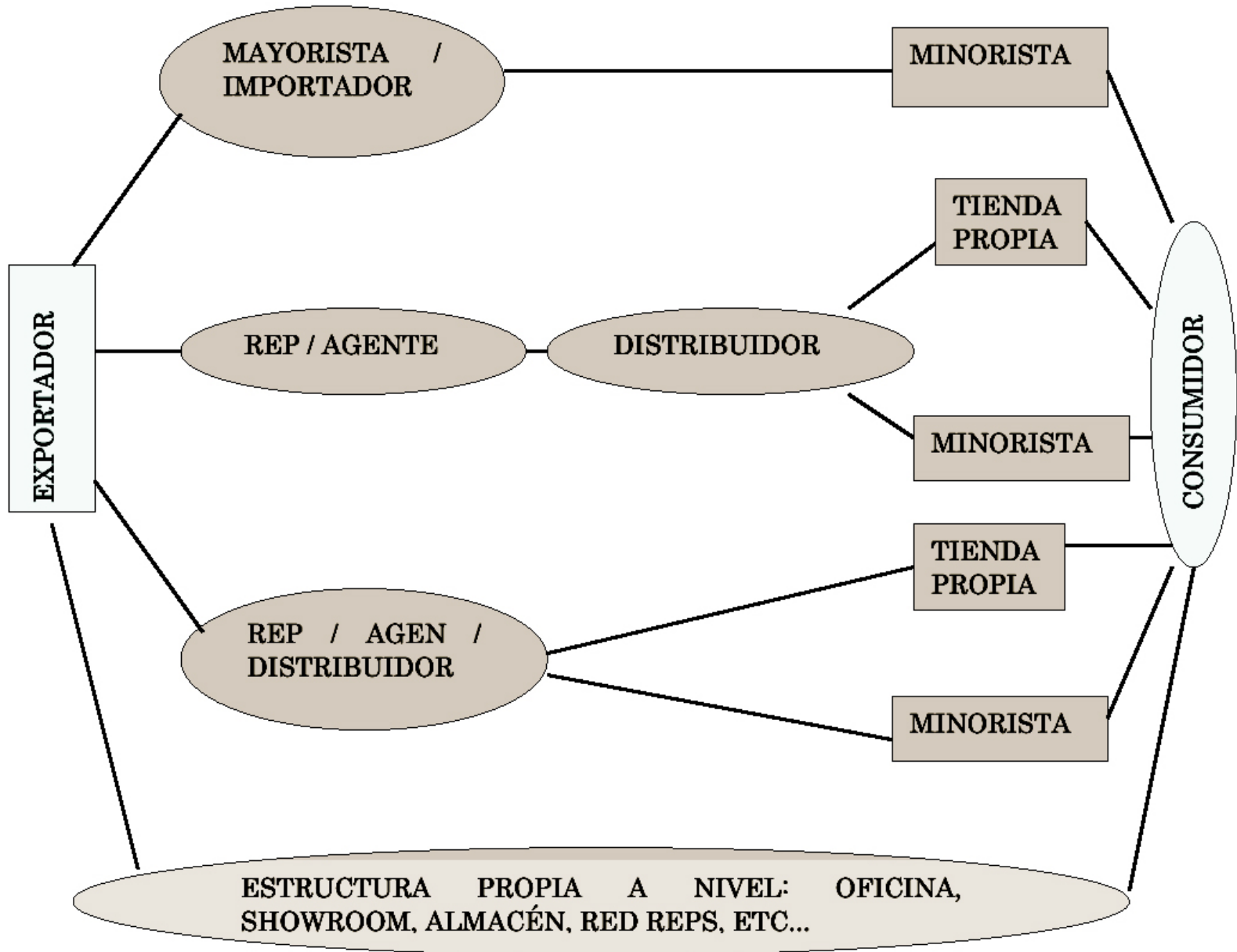
- **Volúmenes altos y los mas bajos costos posibles.**
- **Muebles con alta estandarización, ausencia de defectos y alta rotación.**



**COMO LLEGAMOS A LOS CONSUMIDORES**

**CANALES DE DISTRIBUCION**

# CANALES DE DISTRIBUCIÓN



# CANALES DE DISTRIBUCIÓN

## REPARTO DEL MERCADO ENTRE LOS MAYORES CANALES DE MINORISTAS AMERICANOS



Es interesante resaltar que el 8% de todas las ventas de minoristas son a través de los propios fabricantes, que sólo usan una fuente. Los casos más relevantes Ethan Allen, La-Z-Boy y Thomasville.

# CANALES DE DISTRIBUCIÓN

Ranking	20 TOP MINORISTAS ESPECIALIZADOS	Furniture, Bedding, Accessories Sales in \$ Millions
1	Rooms to Go	\$ 1420
2	Pier 1 Imports	\$ 1360
3	Ethan Allen	\$ 1171
4	Berkshire Hathaway Furniture Division	\$ 1094
5	Ikea	\$ 1075
6	La Z-Boy Furniture Galleries	\$ 1068
7	Levitz Home Furnishings	\$ 917
8	Ashley Furniture Home Stores	\$ 913
9	American Signature	\$ 805
10	Havertys	\$ 784
11	Pottery Barn	\$ 705
12	Art Van	\$ 545
13	Raymour & Flanigan	\$ 532
14	Select Comfort	\$ 525
15	Crate & Barrel	\$ 524
16	Thomasville Home Furnishings Stores	\$ 500
17	B.S. Badcock	\$ 459
18	The Bombay Company	\$ 451
19	Rhodes	\$ 439
20	Wickes Furniture	\$

# CANALES DE DISTRIBUCIÓN

- **Estos minoristas se diferencian en dos grupos.**

1. **Los especializados en un tipo de mueble o accesorio.**

2. **Los especializados en “estilos de vida” que ha crecido en 9.5% y el 36% de la cuota de los TOP 100**

# CANALES DE DISTRIBUCIÓN

Convencionales	Estilos de Vida
Rooms to Go	Pier 1 Imports
Ethan Allen	Ikea
Berkshire Hathaway Furniture Div.	La Z-Boy Furniture Galleries
Levitz Home Furnishings	Pottery Barn
Ashley Furniture Home Stores	Select Comfort
American Signature	Crate & Barrel
Havertys	B.S. Badcock
Art Van	The Bombay Company
Raymour & Flanigan	Rhodes
Thomasville Home Furnishings Stores	Wickes Furniture

# CANALES DE DISTRIBUCIÓN

## Minoristas americanos de mueble tradicional

---

Nombre de tienda	Venta de muebles en millones	Número de tiendas	Comentarios
Ethan Allen; Canbury, CT	1096	275	Not independent
Art Van; Warren, MI	530	28	
Thomasville Home Furniture Stores	390	107	Galleries
Drexel Heritage Home Inspirations	295	87	
Robb & Stucky; Fort Myers, FL	177	12	Also patio furnit.
Furniture Land South; High Point	165	1	Single Store
Boyles Furniture; Hickory, NC	151	14	
Carls; Boca Raton, FL	111	14	
Kittle's; Indianapolis, IN	94	17	
Domain; Norwood, MA	60	24	
Scott Shuptrine Furniture; Troy, MI	30	?	
Gardiners Furniture; Towson, MD	28	5	
Good's Furniture House; Kewanee	28	5	
Porch & Patio; Orange, CT	12	6	Outdoor furniture
Sedlak Interiors; Solon, OH	20	1	Single Store
Casual Living & Patio Center	8	4	Outdoor furniture

---

# CANALES DE DISTRIBUCIÓN

## Minoristas de muebles de diseño contemporáneo en Norte América

Nombre de la tienda	Venta de muebles en millones \$	Número de tiendas	Comentarios
Home Life; Hofman Estate, IL	665	134	
Crate & Barrel; Northbrook, IL	248	88	
Furniture Land South; High Point	165	1	Single Store
Storehouse/Home Elements	129	57	
The Room Store; Phoenix	61	6	
Domain; Norwood, MA	60	24	
Workbench; Bayonne, NJ	49	39	
Design Source Furniture; Tempe	12	3	
Porch & Patio; Orange, CT	12	6	Outdoor furniture
Casual Living & Patio Center	8	4	Outdoor furniture

Source: Furniture Today

# CANALES DE DISTRIBUCIÓN

- Otra opción puede ser vender a través de diseñadores de interiores.

Estos buscan diseños únicos (exclusivos).

Pero hacen compras pequeñas, aunque pueden ser frecuentes.

(centros de diseño)

**CONOSCAMOS ESTAS RECONOCIDAS MARCAS**



# MUEBLE TRADICIONAL





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Contemporary chenille 4-pc livingroom .....	<b>\$999.99</b>
Stylish maple 5-pc bedroom .....	<b>\$977</b>
Exciting red sofa, loveseat & 3 tables .....	<b>\$999.99</b>
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\$347

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**Hot Item 3**

Trevor Leather Match Chair and Ottoman

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[Harrington Armoire](#)  
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[Mission Guest Armoire](#)  
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**Harrington  
 Armoire**

3393724P

**Price \$599.99**

The Harrington armoire is a versatile and attractive piece. Made of hardwood solids and veneers, with a burnished cherry finish, the armoire features raised panels with walnut veneer inserts and fluted molding detail. Wraparound doors open to an interior with two adjustable shelves and drawer. Back panel slides out for easy TV/DVD hookup.

dimensions: 46L x 24W x 74H  
 TV Area Dimensions 39L x 16W x 38H

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**Harrington Poster  
 5 Pc Queen Bedroom**  
 Package Price **\$1,099.99**



**Harrington Sleigh  
 5 Pc Queen Bedroom**  
 Sale Price **\$988.00**

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**Harrington Mirror**

**\$199.99**



**Harrington Nightstand**

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**Harrington Chest**

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- [Sofas](#)
- [Sectionals](#)
- [LoveSeats](#)
- [Sleepers](#)
- [Chairs](#)
- [Recliners](#)
- [Chaises](#)
- [Ottomans](#)
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- [Sofa Tables](#)
- [Occasional Tables](#)

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### Santa Cruz Dark Pine Rect. Table

42139700

Price **\$299.99**

For a stylish choice to update your dining room, consider the Santa Cruz rectangular table. Extending to 84 inches with the 18 inch leaf, this table is great for family gatherings. Made of pine solids veneers with a rich cherry finish, the table features sleek tapered legs and has a fresh, contemporary look.

dimensions: 66L x 44W x 30H Extends to 84 inches w/ 18 inch leaf

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[Santa Cruz Dark Pine  
5 Pc Diningroom](#)  
Sale Price **\$575.00**

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**Santa Cruz Dark Pine Side Chair**  
 42439706

Price **\$109.99**

The Santa Cruz side chair brings a fresh look to the room. It features a rich cherry pine finish and stylish slat back. Comfortable beige seat cushion encourages guests to linger after the meal.

dimensions: 20L x 26W x 42H

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**Santa Cruz Dark Pine 5 Pc Diningroom**  
 Sale Price **\$575.00**

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### Mirrored Chest

399311

#### Modern Glamour

34 " w x 18 " d x 33 " h

- Three drawers with clear mirrored glass fronts
- Silver plated matte finish knobs
- Chamfered corners with angled pilasters
- Tapered legs

Price : \$999



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[China Cabinet w/Sliding Doors](#)  
Price: \$2499



[Open Hutch](#)  
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## Desks

item detail

item options

related items

### L-Unit Upper

299023

#### British Classics

65 1/2" w x 16 1/2" d x 49" h

- Moveable task light above work surface
- Three adjustable shelves (one behind doors)
- Wire access
- To be used with 29-9013 desk

Price : \$1099

Choose Finish:



260 Cinnabar



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This product is currently sold through [Retail Stores](#) only.



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[design assistance](#)  
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**Go ahead—ask a question! Our talented design consultants have the answers.**

- Space Planning
- Window Measurements
- Frame, Color, and Fabric Selections
- Accent Placement

For decades, the design teams at Ethan Allen have guided millions of customers through the decorating process, helping them find the beautiful and functional solutions they need to live the way they want. For many, decorating can seem like a challenge that's difficult to tackle. If that sounds familiar, don't worry! We make decorating fun and easy.

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Art Van Furniture

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Steve Yzerman Icon Collection



Tuscano Collection

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Next 9

# ART VAN FURNITURE



# ART VAN FURNITURE



Description

Details

Images

Warranty

Arm Chair  
250017399

**NOW! \$219.99**  
Compare at \$399.99

#### Dimensions

Height-43 Inches  
Width-22 Inches  
Depth-26 Inches

#### Features

Arm Chair features a microsuede upholstered seat and back.

This Group

Group Name

Steve Yzerman Icon Collection

Description	SKU Number	Compare at	Now!	Add
 Arm Chair	250017399	\$399.99	<b>\$219.99</b>	<input checked="" type="checkbox"/>

Add Selected Items To Cart

Add Selected Items To Wish List

May we also suggest: Fabric Protection

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- [Martinique](#)
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Home > Merchandise > Collections > Fredericksburg

## The Fredericksburg Collection



Fredericksburg celebrates America's birth as an independent nation. A time when a new democracy was accompanied by fresh styles of personal expression for our increasingly cosmopolitan tastes. A spirit of freedom is expressed in lighter more delicate forms, graceful straight lines, beautiful veneers, and a rich warm Whiskey finish. Liberating.



Bedroom Furniture



Dining Room Furniture



Home Office Furniture



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- Attaché
- Beekman Place
- Berkeley
- Bogart Luxe
- Bridges 2.0
- Centennial Chair
- Cinnamon Hill
- Collector's Cherry
- Color Café
- Conservatory
- Costa Blanca
- Dining Fusion
- Ernest Hemingway
- Felicity
- Finishing Touches
- Four Corners
- Fredericksburg
- Grandview
- Harmony
- Hills of Tuscany
- Irving Park
- Kent Park
- King Street
- Lisbon
- Luminé
- Martinique
- Nocturne
- QuickShip
- Seagrove
- Stony Brook
- Tombolo
- Upholstery/ Leather
- Urban Retreat
- Villa Soleil
- Workstyles

Home > Merchandise > Collections > Luminé

## The Luminé Collection



Be truly modern - be yourself! Luminé showcases your very own personal point of view. Elegant traditional silhouettes are placed to their minimalist roots, then enlivened with subtle shaping, intriguing veneers and jewelry-inspired hardware. No "one size fits all" attitude here. Bring to life your idea of the perfect room with dashes of sleek nickel and granite for the modernists. Natural bamboo references for the earth-bound organics. Distinctive wood grains for the visually acute. And clever storage for your practical self. Luminé - Fashionable. Livable. You.



Bedroom Furniture



Dining Room Furniture



Living Room Furniture

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## Thomasville Collections

- Attaché
- Beekman Place
- Berkeley
- Bogart Luxe
- Bridges 2.0
- Centennial Chair
- Cinnamon Hill
- Collector's Cherry
- Color Café
- Conservatory
- Costa Blanca
- Dining Fusion
- Ernest Hemingway
- Felicity
- Finishing Touches
- Four Corners
- Fredericksburg
- Grandview
- Harmony
- Hills of Tuscany
- Irving Park
- Kent Park
- King Street
- Lisbon
- Luminé
- Martinique
- Nocturne
- QuickShip
- Seagrove
- Stony Brook
- Tombolo
- Upholstery/ Leather
- Urban Retreat
- Villa Soleil
- Workstyles

[Home](#) > [Merchandise](#) > [Collections](#) > Ernest Hemingway

## The Ernest Hemingway Collection



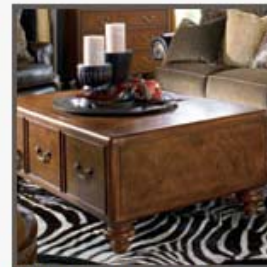
Inspired by its namesake, The Ernest Hemingway® Collection from Thomasville® marries romantic notions, simple forms, and exotic details in an expansive home furnishings collection that honors the many faces of the Nobel Prize-winning author's legendary life. **Bold.**



Bedroom Furniture



Dining Room Furniture



Living Room Furniture

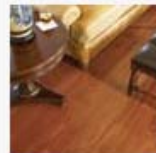
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### Thomasville Flooring

Build beauty into your home from the ground up. Durable hardwoods, dimensional colors, lustrous finishes.

[Thomasville Flooring >>](#)

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- Beekman Place
- Berkeley
- Bogart Luxe
- Bridges 2.0
- Centennial Chair
- Cinnamon Hill
- Collector's Cherry
- Color Café
- Conservatory
- Costa Blanca
- Dining Fusion
- Ernest Hemingway
- Felicity
- Finishing Touches
- Four Corners
- Fredericksburg
- Grandview
- Harmony
- Hills of Tuscany
- Irving Park
- Kent Park
- King Street
- Lisbon
- Luminé
- Martinique
- Nocturne
- QuickShip
- Seagrove
- Stony Brook
- Tombolo
- Upholstery/ Leather
- Urban Retreat
- Villa Soleil
- Workstyles

Home > Merchandise > Collections > Felicity

## The Felicity Collection



Felicity means "happiness." Not a place or a time, but a state of mind. Let your home take you there, again and again, as you fill it with laughter, memories, and mementoes. Felicity - imaginative, companionable furnishings for your whole home - is just the friend to help you to inspire your own self-expression...and let you keep your options open. This coordinated mix of stylish silhouettes, soothing colors, and flexible alternatives is built with Thomasville quality in every piece. Felicity: fresh, flexible, fun. Now, that's "happiness."



Bedroom Furniture



Dining Room Furniture



Living Room Furniture

## Discontinued Products



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- Beekman Place
- Berkeley
- Bogart Luxe
- Bridges 2.0
- Centennial Chair
- Cinnamon Hill
- Collector's Cherry
- Color Café
- Conservatory
- Costa Blanca
- Dining Fusion
- Ernest Hemingway
- Felicity
- Finishing Touches
- Four Corners
- Fredericksburg
- Grandview
- Harmony
- Hills of Tuscany
- Irving Park
- Kent Park
- King Street
- Lisbon
- Luminé
- Martinique
- Nocturne
- QuickShip
- Seagrove
- Stony Brook
- Tombolo
- Upholstery/ Leather
- Urban Retreat
- Villa Soleil
- Workstyles

Home > Merchandise > Collections > Hills of Tuscany

## The Hills of Tuscany Collection



Today's fresh take on luxury living seamlessly blends the richness of the past with the relaxed sophistication and adventurous attitude of the present. It's not about provenance and perfect pitch, but about the life facilitated by the home you shape; an environment defined not by location, but by state of mind. Begin with a carefully edited mix of classic motifs, graceful lines, captivating inlays, and rich textures. The Hills of Tuscany - a comfortable, welcoming approach to luxurious style, a reassuring springboard to living life to its fullest. Inspiring.



Bedroom Furniture



Dining Room Furniture



Living Room Furniture

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- Attaché
- Beekman Place
- Berkeley
- Bogart Luxe
- Bridges 2.0
- Centennial Chair
- Cinnamon Hill
- Collector's Cherry
- Color Café
- Conservatory
- Costa Blanca
- Dining Fusion
- Ernest Hemingway
- Felicity
- Finishing Touches
- Four Corners
- Fredericksburg
- Grandview
- Harmony
- Hills of Tuscany
- Irving Park
- Kent Park
- King Street
- Lisbon
- Luminé
- Martinique
- Nocturne
- QuickShip
- Seagrove
- Stony Brook
- Tombolo
- Upholstery/ Leather
- Urban Retreat
- Villa Soleil
- Workstyles

## Discontinued Products

Home > Merchandise > Collections > Cinnamon Hill

## The Cinnamon Hill Collection



Like the flexible friend who's equally comfortable with your loft-dwelling city crowd or laid-back cousins, the simple lines and honest forms of Cinnamon Hill™ flatter an amazingly wide range of tastes. Viewed as sleek and urban, coastal cottage, or shaker-simple traditional, Cinnamon Hill's harmonious proportions, rich finishes, and superb Thomasville® craftsmanship satisfy the desire for a casual, comfortable style of living. Simple.



Bedroom Furniture



Dining Room Furniture




Home Entertainment Furniture




Living Room Furniture

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Imagine sleeping in a traditional bed that meets your personal needs. Welcome



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POSTOBELLO  
H O M E




In Italian, Postobello means "beautiful space" and that's

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DREXEL  HERITAGE®

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- At Home In Tuscany
- British Accents
- Captiva
- Chelsea Cottage
- Delshire
- dh Leather
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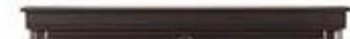
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- Drexel Upholstery
- Et Cetera
- Gourmet Dining
- Heritage Compositions
- Heritage Leather
- Heritage Upholstery
- Home Office
- Lillian August Upholstery
- Lillian August Wood
- Palisades
- Palm Court

- Personal Space
- Portraits
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- Postobello Home Upholstery
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- Uptown
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- Vera Bradley My Home
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- Walt Disney Signature
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Clean, simple designs for living, dining and bedroom that prove form can beautifully follow function. Four different finishes with five styles of knobs invite you to mix-and-match and personalize—your way.



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Armoire



Dresser



Dresser



Bunching Chest



Night Stand



Night Stand



Night Stand



Bedside Table



Headboard



Metal and Wood Bed



Panel Bed



Panel Bed



Panel Bed



Panel Bed



Leather Platform Bed

# DREXEL HERITAGE



Landscape Mirror



Vertical Mirror



Sideboard



Sideboard



Buffet Deck



Buffet



Round Dining Table



Round Dining Table



Rectangular Dining Table



Slat Back Arm Chair



Slat Back Side Chair



Counter Stool



Armoire / Entertainment Center



Bunching Cocktail Table



Storage Cocktail Table



Drawer End Table



Round End Table



Storage Bookcase



Storage Bookcase



Desk



Writing Desk



Writing Desk



Low Entertainment Platform

# ROBB & STUCKY



ROBB & STUCKY



## ROBB & STUCKY

Interior Design



Furnishings



Patio



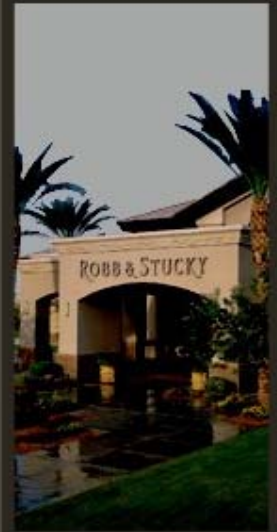
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Patio



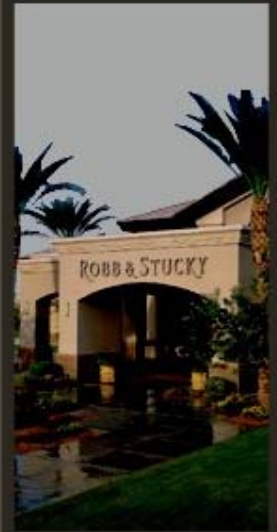
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Culinary Center

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- Contemporary Living
- Easy Living
- Gracious Living
- Leather Living
- Metro Living
- Relaxed Living
- Special Places

### Designer Collections

### Speciality Shops

### Locations

If your tastes lean toward the contemporary, Contemporary Living offers a unique selection of furnishings with dramatic silhouettes. From Bauhaus to Biedermeier, discover furnishings of stone and marble, glass and metal, exotic veneers and high gloss finishes.



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In The News

Careers

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Interior Design

Furnishings

Patio

Cullinary Center

The Boutique

Online Catalogs

### Lifestyles

- Contemporary Living
- Easy Living
- Gracious Living
- Leather Living
- Metro Living
- Relaxed Living
- Special Places

### Designer Collections

### Specialty Shops

### Locations

Easy Living is the Lifestyle for the young and the young at heart! From shaker styles to woven wicker and pine, this area presents a mix-and-match style of furnishings including slipcovers, natural materials and uncomplicated finishes.



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Careers

Locations

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Interior Design

Furnishings

Patio

Cullinary Center

The Boutique

Online Catalogs

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- Contemporary Living
- Easy Living
- Gracious Living
- Leather Living
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Gracious Living is our special area for those who enjoy the formal, elegant, classic styles. Select from timeless shapes of 18th Century, Chippendale, English and French Country, Far Eastern and more... In rich finished woods, intricate veneers, and luxuriant fabrics.



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In The News

Careers

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Furnishings

Patio

Culinary Center

The Boutique

Online Catalogs

### Lifestyles

- Contemporary Living
- Easy Living
- Gracious Living
- Leather Living
- Metro Living
- Relaxed Living
- Special Places

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Metro Living is a loft style living at its most comfortable. Unique statement pieces & accessories are the cornerstones of the Metro home. Today's home fashions, suited to the smaller spaces of a more metropolitan lifestyle, create this cutting-edge environment available exclusively at Robb & Stucky.



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Relaxed Living is our Lifestyle Department for those who enjoy a casual, elegant lifestyle. Discover large-scale furnishings in light and washed finishes, upholstery in natural colors, all creating a sophisticated, yet comfortable home.



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LIGHTING  
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CHILDRENS BEDROOM  
CLOCKS  
CURIOS / DISPLAY CABINETS  
DINING FURNITURE  
HOME OFFICE / CONTRACT  
INDOOR / OUTDOOR GARDEN  
LEATHER  
LIGHTING  
LOVESEATS  
MIRRORS  
OTTOMANS  
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[Cocktail Tables-Drawers/Shelf \(162\)](#)

[Cocktail Tables-Glass Top \(180\)](#)

[Cocktail Tables-Pop-up \(8\)](#)

[Cocktail Tables-Square \(47\)](#)

[Console Tables \(237\)](#)

[Demilunes \(29\)](#)

[End Tables \(161\)](#)

[End Tables-Drawers \(189\)](#)

[End Tables-Drum Tables \(13\)](#)

[End Tables-Piecrust table \(9\)](#)

[End Tbl-Magazine \(9\)](#)

[Accent Chests-Decorative \(44\)](#)

[Accent Tables \(221\)](#)

[Accent Tables-Chairside Tables \(52\)](#)

[Accent Tables-Lamp Tables \(161\)](#)

[Accent Tables-Pembroke \(18\)](#)

[Bombe Chests \(21\)](#)

[Cocktail Tables \(147\)](#)

[Cocktail Tables-Drop Leaf \(3\)](#)

[Cocktail Tables-Oval \(24\)](#)

[Cocktail Tables-Round \(45\)](#)

[Cocktail Tables-Storage \(71\)](#)

[Corner Tables \(3\)](#)

[Display Cabinets \(18\)](#)

[End Tables-Doors \(29\)](#)

[End Tables-Dropleaf \(12\)](#)

[End Tables-Glass Top \(73\)](#)

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CLOCKS  
CURIOS / DISPLAY CABINETS  
DINING FURNITURE  
HOME OFFICE / CONTRACT  
INDOOR / OUTDOOR GARDEN  
LEATHER  
LIGHTING  
LOVESEATS  
MIRRORS  
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48 items

1 ID: 461-15-14-FLS

Stanley Furniture  
Round Balustrade Table



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2 ID: 3037-06-FLS

Broyhill Furniture Industries  
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3 ID: 500-50-509-FLS

Hooker Furniture Corp.  
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4 ID: 500-50-596-FLS

5 ID: 500-50-597-FLS

6 ID: 430-976-FLS

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10 ID: T72258-00-FLS

Hammary  
Accent Table



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11 ID: T72309-00-FLS

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12 ID: T72317-00-FLS

Hammary  
Round Pedestal



On Display @ FLS: Rm M3053  
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13 ID: T72378-00-FLS

Hammary  
Round Accent Table



14 ID: 366-13-82-FLS

Stanley Furniture  
Round End Table



15 ID: 500-50-496-FLS

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### Plasma TV Cabinet

Two-piece hardwood cabinet for plasma TV has brass hardware and barley-twist legs. Cabinet is crafted by hand. Bifold doors conceal four cubbyholes and space for 50"W x 8"D plasma TV (including hardware). Two drop-front drawers provide storage or room for DVD and VCR players; 58"W x 20"D x 77"H overall.

**Important note:** Cabinet ships in two pieces. Top must be attached to bottom using the hardware provided.

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Items Available

Quantity

Available Sizes/Colors

**Plasma TV Cabinet**

Price: \$3,259.00

Add'l. Shipping 105.00

HCOS7\_F02EF

BROWN 

[Ships from vendor](#)

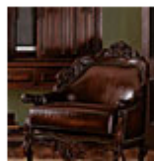
Expected to ship no later than:  
05/17/2007

### May We Suggest?

Items Available

Quantity

Available Sizes/Colors



**"Baroque" Leather Armchair**

Price: \$1,759.00

Add'l. Shipping 175.00

HCOS7\_F02EG

[Product Details](#)

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<p>Selected hardwoods, marquetry inlays, and a swirled mahogany finish make a grand statement in the master bedroom. Imported. Allow 6-8 weeks.</p> <p>Queen panel bed, 68"W x 92"L x 74"T. King panel bed, 86"W x 92"L x 74"T. Two-drawer nightstand, 30"W x 18"D x 30"T. Ten-drawer dresser, 68"W x 20"D x 45"T. Dresser mirror, 44"W x 3"D x 46"T. Armoire with two doors, four drawers, one adjustable shelf, and one fixed shelf; 47"W x 25"D x 83"T. Plasma TV armoire with two doors in front, two doors on the sides concealing DVD storage, four drawers, one adjustable shelf, and one fixed shelf; 47"W x 25"D x 83"T.</p> <p><a href="#">E-mail to a friend</a></p>		<ul style="list-style-type: none"> <li>Call 1.877.944.9888</li> <li><a href="#">E-mail Us</a></li> <li><a href="#">Online Chat</a></li> <li><a href="#">Shipping Information</a></li> <li><a href="#">Return Policy</a></li> </ul>
Items Available	Quantity	Available Sizes/Colors
<p><b>Queen Panel Bed</b> Price: \$1,249.00 HCOS7_H2283 <i>Ships from vendor</i> Expected to ship no later than: 05/16/2007</p>	<input type="text" value="0"/>	MAHOGANY <input type="button" value="▼"/>
<p><b>King Panel Bed</b> Price: \$1,589.00 HCOS7_H2284 <i>Ships from vendor</i> Expected to ship no later than: 05/16/2007</p>	<input type="text" value="0"/>	MAHOGANY <input type="button" value="▼"/>
<p><b>Nightstand</b> Price: \$569.00 HCOS7_H2285 <i>Ships from vendor</i></p>	<input type="text" value="0"/>	MAHOGANY <input type="button" value="▼"/>

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Seating  
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- Workstations & Secretaries
- Office Chairs

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## HOME OFFICE



"Francisco" Office Furniture

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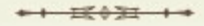
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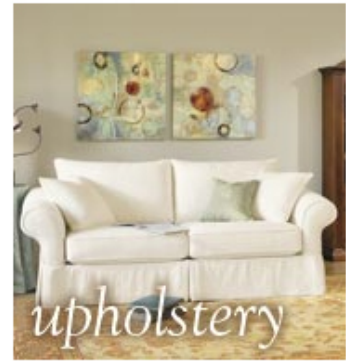
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- Seating
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- Office Designs Collection
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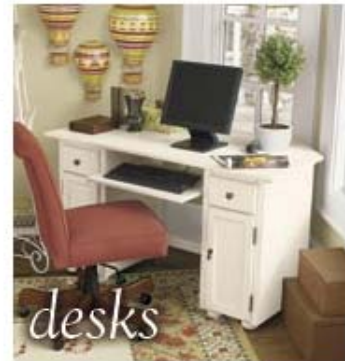
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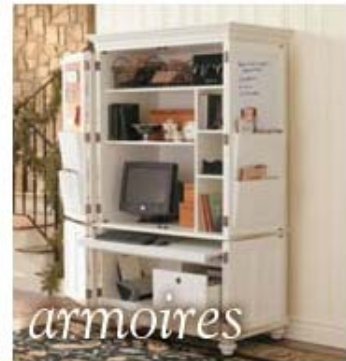
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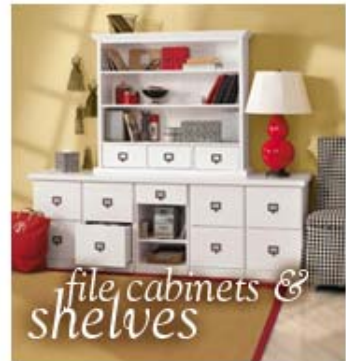
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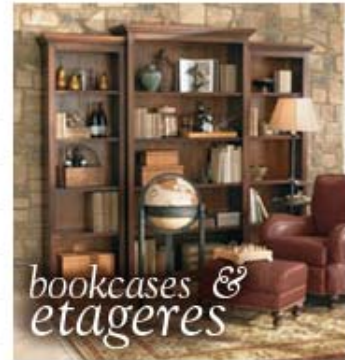
*desks*



*armoires*



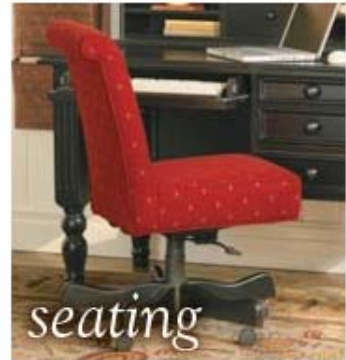
*file cabinets & shelves*



*bookcases & etageres*



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*seating*



*home office collection*



*office designs collection*



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    - Dressers and Chests
    - Dressing Vanities
    - Jewelry Armoires
    - Nightstands
    - Collections
  - Curios
  - Custom Upholstery
  - Dining Room
  - Entertainment
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  - Office
  - Seating
  - Special Price
  - Tables
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**Bedroom Sale - 40% off regular-price furniture**



Beds



Dressers and Chests



Dressing Vanities



Jewelry Armoires



Nightstands



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**Bedroom**

Beds

**Dressers and Chests**

Dressing Vanities

Jewelry Armoires

Nightstands

Collections

Curios

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Modular-Saratoga

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Seating

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Tables

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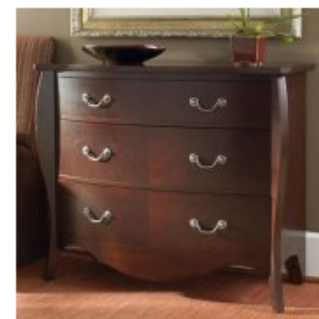
Displaying 10-17 of 17 |  Page 1 2



**Harrington Bombe Chest -  
Antique Mahogany**  
\$699.00  
**Sale \$419.40**



**Harrington Bombe Chest - Pecan**  
\$699.00  
**Sale \$419.40**



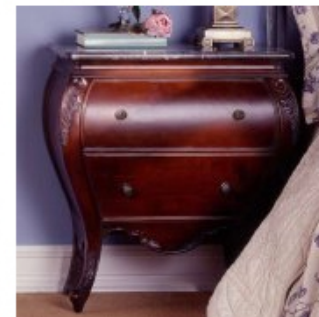
**Winslett Hall Chest**  
\$599.00  
**Sale \$349.00**



**Essex Chest of Drawers**  
\$699.00  
**Sale \$419.40**



**Herning Lingerie Chest - Toffee**  
\$449.00  
**Sale \$269.40**



**Harrington Bedside Chest -  
Antique Mahogany**  
\$449.00  
**Sale \$269.40**



**Hepplewhite Lingerie Chest**  
\$449.00  
**Sale \$269.40**



**Herning Chest of Drawers -  
Toffee**  
\$549.00  
**Sale \$329.40**




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## Winslett Hall Chest

Our designers found the original of our reproduction Winslett Hall Chest in an antique shop in Thailand. This chest features the same sensuous-yet-whimsical curves and a scalloped apron. Three deep storage drawers are inlaid with cherry veneers in a striking pattern, while each drawer boasts double pewter-finished handles. Finished in fruitwood, this chest is at home in the foyer, hall or bath!

\$599.00  
**Sale \$349.00**  
 Save: \$250.00 (42%)  
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## PRODUCT DETAILS

<ul style="list-style-type: none"> <li>• Material: Wood/MDF/Veneers</li> <li>• Finish: Fruitwood</li> <li>• Accents: Pewter</li> <li>• Assembly: No Assembly Required</li> </ul>	<ul style="list-style-type: none"> <li>• Item#: 1962011</li> <li>• Dimensions: 17.50"l x 41.50"w x 34.00"h</li> <li>• Care: Clean with Dry Cloth Only</li> </ul>
--	--

# BOMBAY



# BOMBAY



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**\$799**

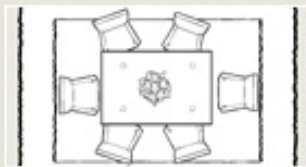
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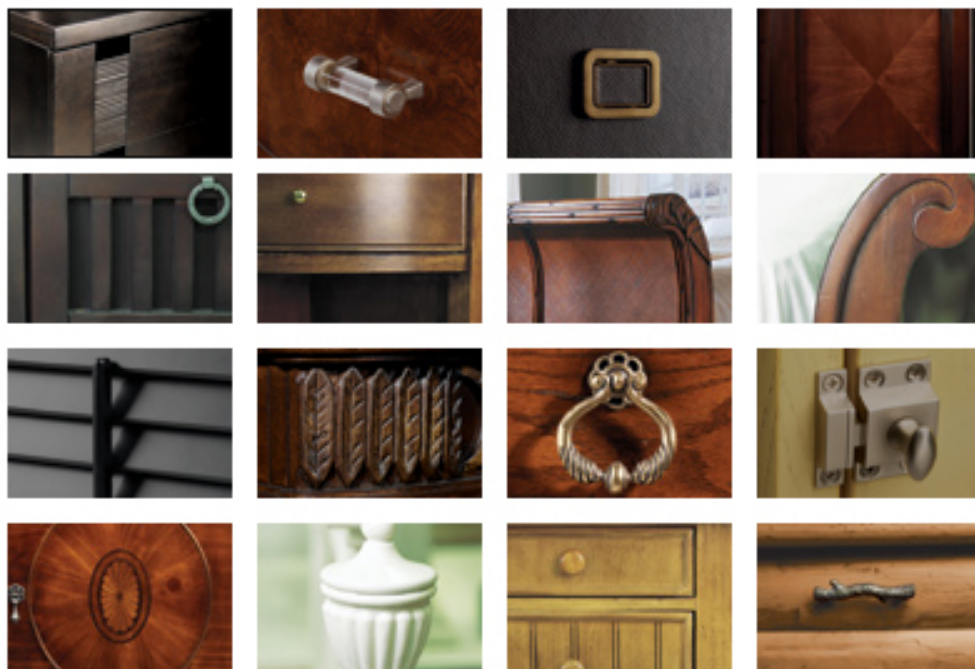
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## Casa Moda™ collection



The Casa Moda Collection offers high quality furnishings and enduring stylish comfort. Constructed from an exotic tropical hardwood, strong angular lines and full-bodied craftsmanship lend a clean, simple artistry to the handsome collection.

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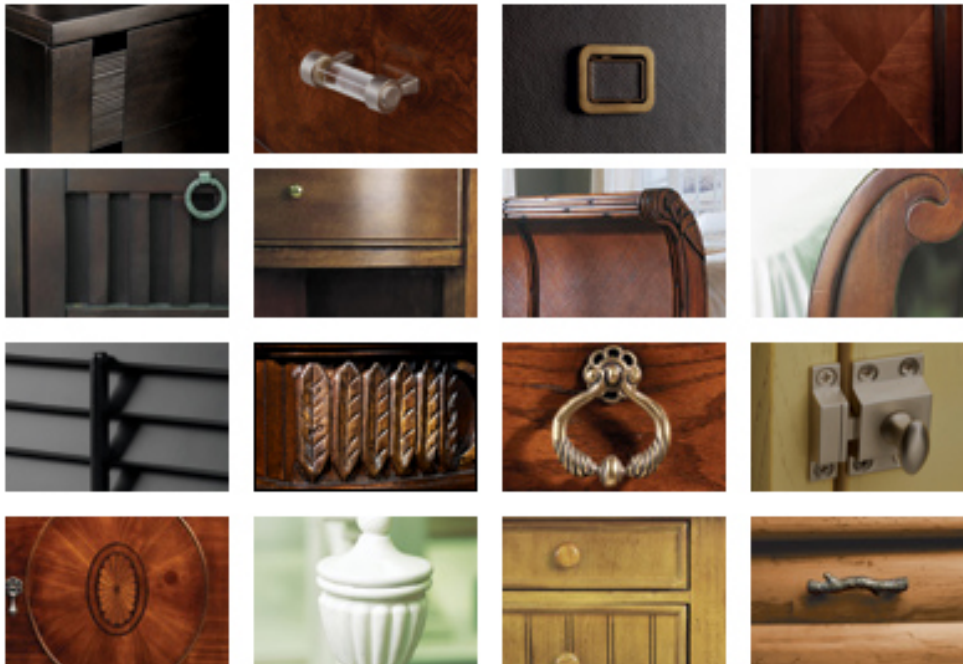
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## Grand Regency collection®



Elegance abounds in the richness of the Grand Regency Collection™. This exquisite collection features a rich fruitwood finish with ornate mouldings, leaf carvings and cabriole legs with ball-and claw feet.

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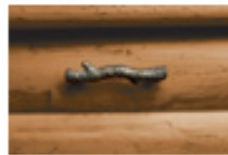
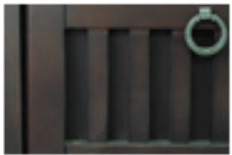
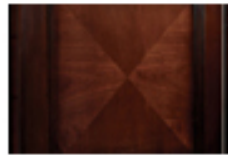
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Rich, beautiful furniture elegant enough for a grand chateau yet casual enough for a cozy home.

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- Royale Silver Bisque
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Elegant carvings, rich finishes, bold statements. The Pulaski collection of bedroom, dining room, accent furniture and display cabinets is the perfect compliment for the traditionally styled home.

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*F*

or the rooms that create just the right ambiance and environment you envision, consider these: our comfortable, welcoming furniture designs with inspired details. Browse our products for bedroom and dining room furniture, accent pieces and display cabinets.

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PARACAS



SELVA



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Splashes of color, bold designs, delicate patterns - these are the spices that enliven a room. Experience Selva, a rich collection of accents inspired by the always surprising, ever-captivating Amazonian forest.

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Rooted in the ancient cultures of Peru; drawing in, capturing, and transforming ideas from the classical traditions of England, Spain, and Italy. Cuzco creates a harmony of heritage that is uniquely South American.

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# JORDANS FURNITURE

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*Jordan's*  
FURNITURE

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Select furniture 



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AN EXPERIENCE!



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MONSTER DEAL!**

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can be YOURS FREE  
if the Red Sox win the 2007 World Championship!

FENWAY PARK											AMERICAN LEAGUE										
P	1	2	3	4	5	6	7	8	9	10	R	H	E	P	IN	R	P				
22	NY	0	0	0	0	0	0	0	0	0	0	2	0	1	7	2	41	DE			
28	BOS	0	1	5	3	0	0	0	0	0	9	9	1	31	7	7	21	CW			
														41	0	30	SE				

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The Natick Store



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living room

**bedroom**

sleep surfaces

formal dining

casual dining

kids room

home entertainment

home office

area rugs

Select furniture

Plan

Sleep Lab

where sleep is a priority

finance your furniture



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## bedroom

[Beds](#) [Dressers & Mirrors](#) [Nightstands](#) [Armoires](#) [Chests](#) [Metal & Day Beds](#) [Other](#)

show:

206 items found

1 2 3 4 5 6 7 8 9 10 Next > >>



**B00-40213-0 - Ashley**  
\$250.00



**B03-40213-0 - Ashley**  
\$70.00



**B00-60403-0 - Ashley**  
\$300.00



**B03-60403-0 - Ashley**  
\$100.00



**B00-45258-0 - Ashley**  
\$240.00



**B03-45258-0 - Ashley**  
\$100.00



**B00-60571-0 - Nautica**  
\$1,397.00



**B00-50812-0 - Liz Claiborne**  
\$1,397.00



**B03-50812-0 - Liz Claiborne**  
\$477.00



**B03-60571-0 - Nautica**  
\$497.00



**B03-10529-0 - Tommy Bahama**  
\$597.00



**B00-10529-0 - Tommy Bahama**  
\$1,397.00

206 items found

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living room >

**bedroom**

sleep surfaces

formal dining

casual dining

kids room

home entertainment

home office

area rugs

Select furniture

Analyze

Sleep Lab

where sleep is a priority

finance your  
furniture



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## bedroom

Beds **Dressers & Mirrors** Nightstands Armoires Chests Metal & Day Beds Other

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### 8 Drawer Dresser

<b>Vendor</b>	Ashley
<b>Size</b>	60"L x 16"W x 38.5"H
<b>SKU</b>	B00-45258-0
<b>Underprice</b>	\$240.00

#### Timberline

The "Timberline" bedroom collection grasps the true beauty of country style furniture and brings it to your home.

<b>Origin</b>	Made in the U.S.A.
<b>Finish</b>	Warm brown cherry
<b>Materials</b>	Laminate on furniture board
<b>Constr.</b>	<i>Tops</i> - Low pressure laminate <i>Sides</i> - Low pressure laminate <i>Drawer Front</i> - Low pressure laminate <i>Door Front</i> - Low pressure laminate <i>Hardware</i> - Antiqued Burnish
<b>Interior</b>	French dovetail drawer fronts French dovetail drawer backs Metal drawer glides w/ neoprene rollers Masonite drawer bottoms Drawer stops
<b>Special Features</b>	
<b>Warranty</b>	1 yr against all manufacturer's defects
<b>Care</b>	Dust with a dry, soft cloth periodically as needed.

Currently being shown in the following showroom(s): Avon, Nashua, Natick, Reading

#### Also Available

<b>Arched Mirror</b> 42.5"L x 2"W x 43.5"H	<b>B03-45258-0</b> \$100.00
<b>5 Drawer Chest</b> 34.5"L x 16"W x 54.5"H	<b>B05-45258-0</b> \$200.00
<b>2 Drawer Nightstand</b> 23.5"L x 16"W x 26"H	<b>B11-45258-0</b> \$100.00
<b>Armoire</b> 38.5"L x 20.5"W x 60.5"H	<b>B14-45258-0</b> \$300.00
<b>Full/Queen Panel Headboard</b> 67.5"L x 2.5"W x 50.5"H	<b>BC8-45258-0</b> \$157.00
<b>5 Piece Queen Bedroom Package</b>	<b>BPK-45258-0</b> \$797.00

\* Sizes are approximate

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## bedroom

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### 12 Drawer 2 Door Dresser

<b>Vendor</b>	Nautica
<b>Size</b>	76"L x 21"W x 39"H
<b>SKU</b>	B00-60571-0
<b>Underprice</b>	\$1,397.00

#### Colonial Passage

<b>Origin</b>	Made in China
<b>Finish</b>	Dark brown Hand distressed and hand finished
<b>Materials</b>	Select Asian hardwood solids Walnut accent veneers / furniture board
<b>Constr.</b>	<i>Tops</i> - Walnut veneers <i>Sides</i> - Walnut veneers <i>Drawer Front</i> - Solid walnut <i>Door Front</i> - Walnut veneers <i>Hardware</i> - Brushed nickel
<b>Interior</b>	French dovetail drawer fronts English dovetail drawer backs Wood on wood drawer glides Wood drawer bottoms
<b>Special Features</b>	
<b>Warranty</b>	1 yr against all manufacturer's defects
<b>Care</b>	Dust with a dry, soft cloth periodically as needed.

Currently being shown in the following showroom(s): Avon, Natick, Reading

#### Also Available

**Landscape Mirror**   B03-60571-0  
39"L x 5"W x 29"H   \$497.00

**2 Door 2 Drawer Chest**   B05-60571-0  
49"L x 24"W x 58"H   \$1,297.00

**14 Drawer 2 Door Chest**   B06-60571-0  
67"L x 21"W x 64"H   \$1,997.00

**4 Drawer Nightstand**   B11-60571-0  
37"L x 18"W x 36"H   \$597.00

**Queen Panel Bed**   BZ0-60571-0  
90"L x 67"W x 64"H   \$1,397.00

**King Panel Bed**   BZ1-60571-0  
90"L x 83"W x 64"H   \$1,697.00

\* Sizes are approximate

#### Accessories

# JORDANS FURNITURE



# PENINSULA

<http://www.phcollection.com/>



Armoires

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Seating

Accents

Buffets

Bedroom

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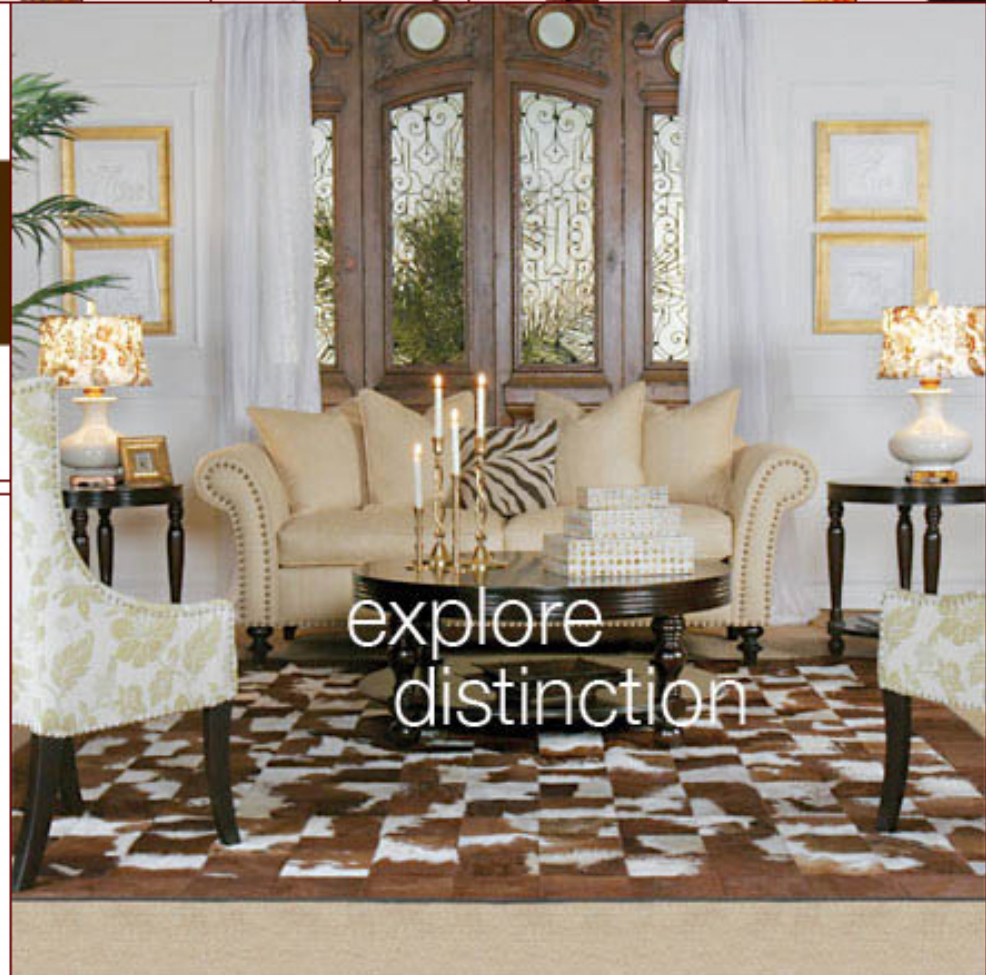
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March 26 through April 1



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## Peninsula's Latest

# Peninsula Home Collection Adds New Flair

## With Designer-Oriented Sofa Line

Design is at the forefront of Peninsula Home Collection's new additions, and designers across the country are responding with great enthusiasm. The 2007 introductions are led by a beautiful new sofa line that was created to both enhance the existing collections and offer a solution to the designer/design-oriented retailer seeking to create a vignette, says president and CEO Gonzalo Alonso.

"The sofa line was purposely made in solid colors with texture predominating heavy linens so that it complements the richness of Peninsula's hand painted and hand carved wooden pieces," Alonso explains. "All of our upholstered pieces come with exposed carved wood, a staple throughout the Peninsula Home line."

New fabrics continue to enrich the dining chair collection, which is highlighted by the introduction this year of the Provence Chair. "This chair takes the flavor of an antique hand carved classic design and complements it with antiqued leather from Argentina," Alonso says. Another significant addition to the collection is the Sofia Hutch, which features a crackled finish in Espresso with antiqued iron doors.

Aside from exciting new product introductions, earlier this year Peninsula Home Collection celebrated the opening of its Las Vegas showroom, on the Second Level of the World Market Building Two. It will be open year-round, Monday through Friday. Also, the company's expanded showroom at the Suites at Market Square allows for more space to display case goods and accessories, as well as the new sofa line.

Artisans throughout Argentina, Chile and Peru create Peninsula Home Collection's unique designs. Its furnishings are crafted from solid woods indigenous to South American forests, primarily mahogany, cedar, moena and requia. Traditional assembly methods, including mortise and tenon joints, are employed. Peninsula's unique pieces are finished with locally handcrafted forged iron hardware. Then every raw board component and finished piece is carefully inspected for moisture

## FRANCISCAN ARMOIRE

**ITEM NUMBER:**

LA-007-1001

**DIMENSIONS:**

Width: 70 "

Depth: 32 "

Height: 96 "

**FINISHES:**

Black with Espresso  
(As shown)

**PRODUCT INFO:**

Two Piece Armoire.  
Hand Carved Medallion  
doors.



Make your selection from the images to the right.



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armoires



## SANTA FE SOFA TABLE

ITEM NUMBER:  
XT-007-1020

DIMENSIONS:  
Width: 66 "  
Depth: 19 "  
Height: 32 "

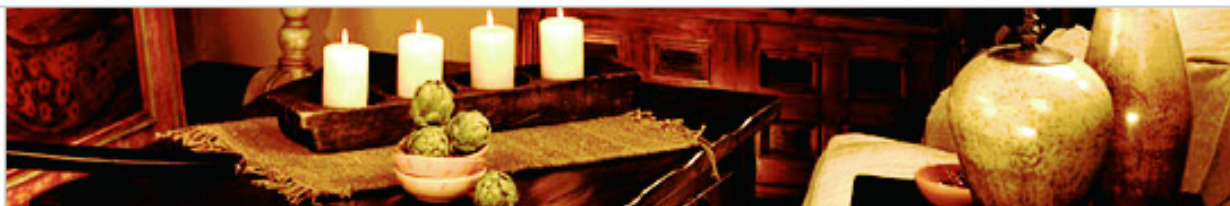
FINISHES:  
AS SHOWN ONLY.



Make your selection from the images to the right.

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tables





## FACUNDO DESK

**ITEM NUMBER:**

OD-007-1001

**DIMENSIONS:**

Width: 80 "

Depth: 33 "

Height: 32 "

**FINISHES:**

Cedar distressed /  
espresso

**PRODUCT INFO:**

FAUX LEATHER. 3  
PIECE DESK, FILE  
CABINET, 4  
DRAWERS.



Make your selection from the images to the right.

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tables



## BARROCAN SIDEBOARD

ITEM NUMBER:  
XT-006-1002

DIMENSIONS:  
Width: 53 "  
Depth: 18 "  
Height: 37 "

FINISHES:  
Creme and Tan (as  
shown),  
Toffee and Creme,  
Red and Tan, Blue  
and Sage, Grey and  
Taupe



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Make your selection from the images to the right.

# tables





## CASTILLA BARSTOOL

**ITEM NUMBER:**  
DC-013-1005S

**DIMENSIONS:**  
Width: 20 "  
Depth: 20 "  
Height: 40 "

**FINISHES:**  
Mahogany (As  
Shown)

**PRODUCT INFO:**  
Minimum Order: 2



Make your selection from the images to the right.



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seating



## ELYSEE ARMCHAIR

ITEM NUMBER:  
DC-013-1007

DIMENSIONS:  
Width: 32 "  
Depth: 24 "  
Height: 36 "

FINISHES:  
Distressed Black (As  
Shown)

FABRICS:  
Oyster (As Shown)  
Available In All  
Fabrics From Chart

PRODUCT INFO:  
Minimum Order: 2



Make your selection from the images to the right.



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seating



## CORDOBA ARMCHAIR

ITEM NUMBER:  
DC-002-1014

DIMENSIONS:  
Width: 24 "  
Depth: 20.5 "  
Height: 47 "

FINISHES:  
Dark Mahogany (as  
shown)

FABRICS:  
Paprika (as shown)  
and available in all  
fabrics from chart.

PRODUCT INFO:  
minimum order: 2



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# seating



## CASTILLA ARMCHAIR

**ITEM NUMBER:**

DC-013-1005

**DIMENSIONS:**

Width: 29 "

Depth: 36 "

Height: 39 "

**FINISHES:**

DARK MAHOAGANY  
AS SHOWN.

**FABRICS:**

Viteri Twig (as  
shown) and all  
fabrics from chart.

**PRODUCT INFO:**

Leather deck (optional)



Make your selection from the images to the right.



▲ More ▼

seating



## COLONIAL BUFFET

ITEM NUMBER:  
BU-001-1004

DIMENSIONS:  
Width: 65 "  
Depth: 22 "  
Height: 39 "

FINISHES:  
As Shown



Make your selection from the images to the right.

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# buffets





Mirrors

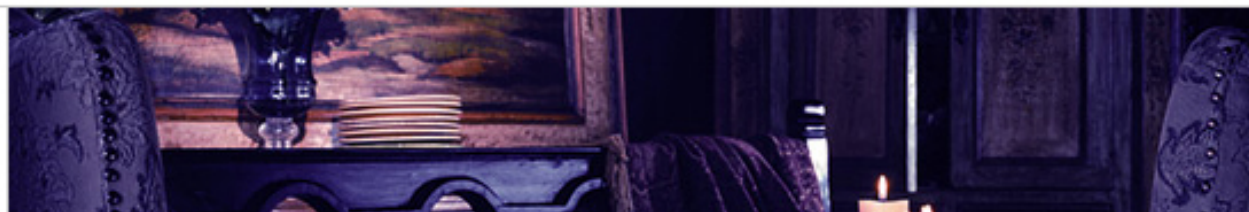


Art



Accessories

accents



# RESUMEN

# RESUMEN

**El estilo de mueble en los EEUU actualmente es relativamente igual que en años anteriores.**

**Siendo el estilo predominante LOS MUEBLES DEL SIGLO XVIII.**

**PERO CON UNA VARIANTE**

**- MUEBLES MAS CASUALES  
Y FACILES DE USAR –**

# RESUMEN



# RESUMEN

**PORQUE EL ESTILO PUEDE  
SER DEL SIGLO XVIII, PERO  
EL USUARIO ES UNA  
PERSONA DEL SIGLO XXI**

**POR LO TANTO HAY QUE  
PENSAR EN SATISFACER  
NECESIDADES ACTUALES DE  
LOS USUARIOS**

# RESUMEN



# RESUMEN

**PORQUE AUN SIENDO UN PRODUCTO DE MODA, EL MERCADO NORTE AMERICANO ES MUY CONSERVADOR**



# RESUMEN

**Pero ha variado considerablemente la  
calidad y la baja de los  
precios**

**PORQUE?**

**A NIVEL MUNDIAL EL MUEBLE EL SE  
HA CONVERTIDO EN UN PRODUCTO  
DE  
MODA  
INFLUENCIA DIRECTA DE MODAS  
FEMENINAS**

# RESUMEN



# RESUMEN

**ESTA MODA NOS LLEVA A LA  
NECESIDAD DE CAMBIAR  
COSTANTEMENTE EL PRODUCTO**

**LA MODA NO SOLO INFLUYEN EN  
EL DISEÑO DEL MUEBLE SINO  
TAMBIEN EN LAS MATERIALES Y  
LAS CONBINACIONES.**

# RESUMEN



# RESUMEN

EL CONSUMIDOR **NO** PRETENDE QUE  
EL MUEBLE LE DURE **TODA LA**  
**VIDA**, AL CONTRARIO NO ESPERARA  
QUE EL MUEBLE ESTE VIEJO PARA  
**CAMBIARLO**

PREFIERE SACRIFICAR CALIDAD  
PARA OBTENER UN MEJOR PRECIO

LA PRIORIDAD ES LA **APARIENCIA**

# RESUMEN



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## PRODUCT DETAILS

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>Material: Wood/MDF/Veneers</li><li>Finish: Fruitwood</li><li>Accents: Pewter</li><li>Assembly: No Assembly Required</li></ul> | <ul style="list-style-type: none"><li>Item#: 1962011</li><li>Dimensions: 17.50"l x 41.50"w x 34.00"h</li><li>Care: Clean with Dry Cloth Only</li></ul> |
|---|--|

# RESUMEN

- Partes interiores y marcos no expuestos por lo general están hechos de una **madera inferior calidad**, y las **partes expuestas son en maderas mas finas.**

# RESUMEN

**Los muebles son mas grandes porque que las casas son mas espaciosas**



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

Los equipos de entretenimiento son muy importantes y el mueble debe adaptarse a ellos.



CARACTERISTICAS DEL MUEBLE DEMANDADO

# RESUMEN

**Gran interés por los muebles que  
con movimiento.**

**<http://www.youtube.com/watch?v=OKE8rCYLh00>**

**[http://www.youtube.com/watch?v=Bh\\_qn62zny0&mode=related&search=](http://www.youtube.com/watch?v=Bh_qn62zny0&mode=related&search=)**

**<http://www.youtube.com/watch?v=WR931mtC3l4&mode=related&search=>**

**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

**El mueble es mas fácil de combinarse con otros muebles en diferentes estilos y colores NEUTRALES**



# RESUMEN

**El mueble familiar y de oficina tiene mucha rotación porque esta influenciada por la moda.**

**- muebles no muy caro**

**- fácilmente combinables o con alguna característica modular.**



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

fabricación y diseño estandarizado, **para que con modificaciones rápidas y sin afectar la estructura del mueble se pueda hacer algo en apariencia distinto**



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

**Multifuncionalidad, flexibilidad y confort.  
Ejem: sistemas modulares o con doble función.**



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

- Mas utilización del diseño interior enfocado en mejorar calidad y estilo de vida, alto uso de colores (tapices) y diversos materiales.



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

**PERO EL MUEBLE  
CONTEMPORANEO OCUPA  
MAS DE UN 25%**

# RESUMEN

En su mayoría son diseños simples, cúbicos, pero hay tendencias a moverse en estilos y líneas mas suaves, redondeadas y formas orgánicas.



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

**Patas pequeñas y accesorios visibles hechas en metal o madera.**



**CARACTERISTICAS DEL MUEBLE DEMANDADO**

# RESUMEN

Combinación del mueble en madera con cromo o metal.



CARACTERISTICAS DEL MUEBLE DEMANDADO



**GRACIAS!!**

**MARIBEL ROJAS**

**Diseñadora Industrial**

**DEMADERA S.C.R.L.**

**[demadera.info@gmail.com](mailto:demadera.info@gmail.com)**