

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
2003				
2004		3.0%	Crecimiento Promedio Anual	
2005				
2006				

Source: U.S. Department of Commerce

**\$ 74, 700
MILLONES**

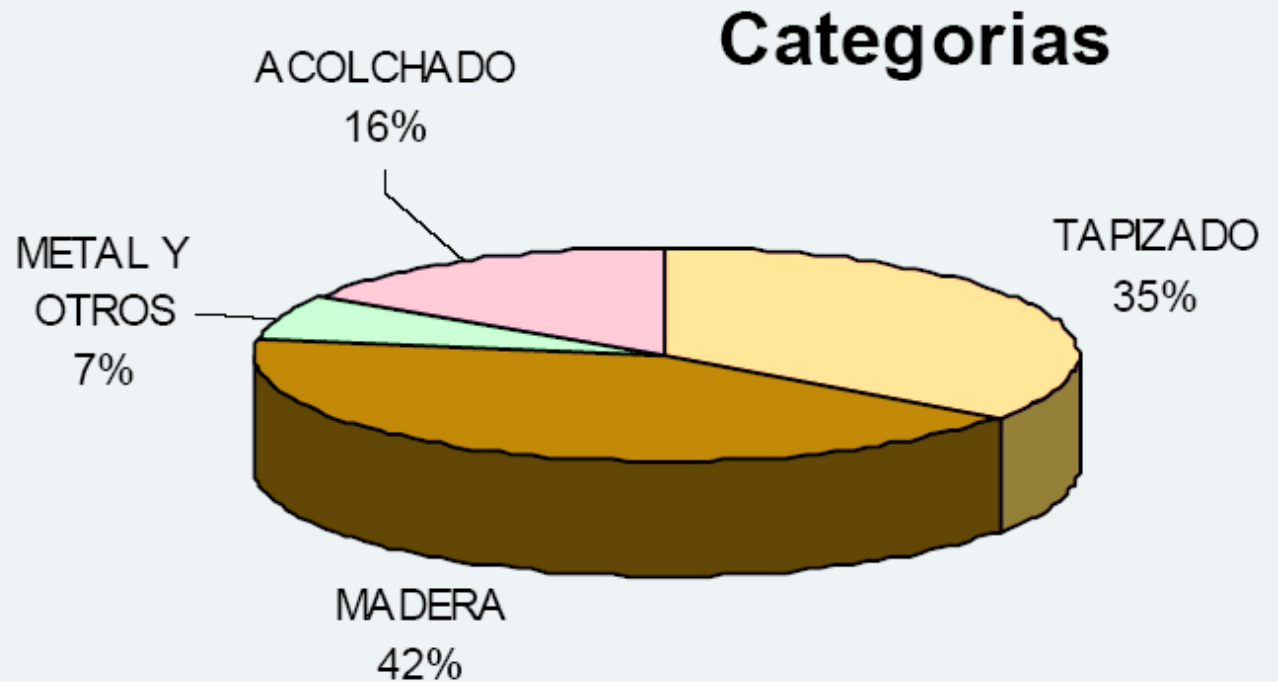
Dimensión del Mercado

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

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#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/

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- Dining Room
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- Outdoor
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quiénes somos

tiendas



PROMOCIÓN KUBIK



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casual esprit
urban feel
vintage mood
funciones
tapizados

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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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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.

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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.

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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.

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MÉXICO Y TAIWAN

Otro de los grandes exportadores a los
EEUU

Conozcamos
nuestra
competencia
en el mundo

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
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Pop's Unfinished Furniture



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.



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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



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MÉXICO

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Sale \$82.33



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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



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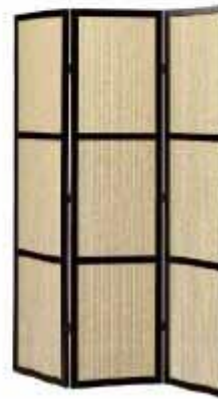
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ottoman
storage units
stationary
accessories
and more



**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



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

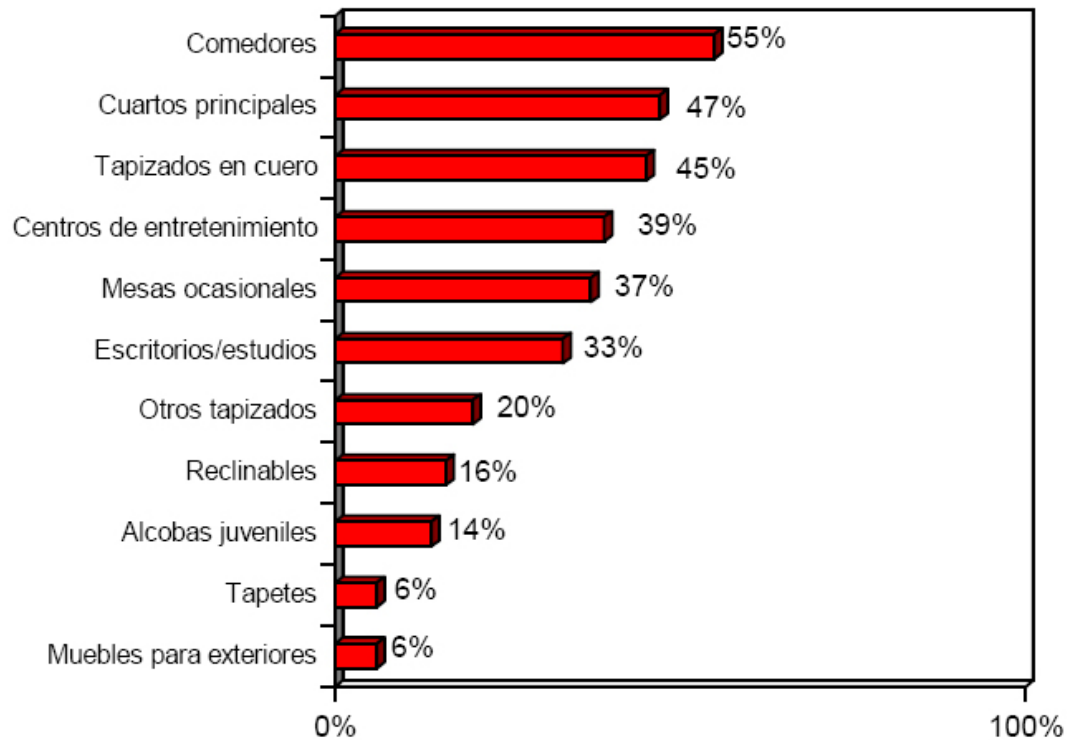


CA



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**

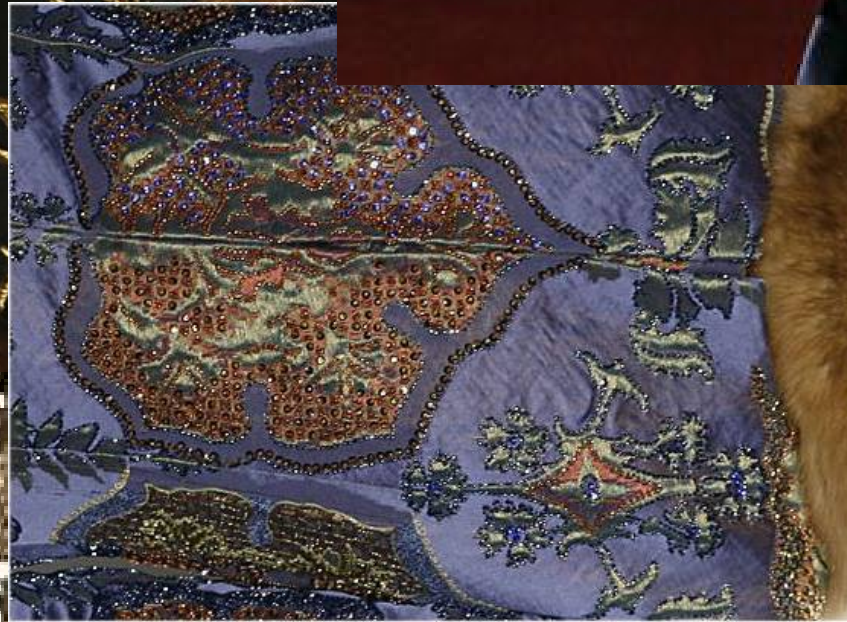
**ESTOS PATRONES DE MODA NO SOLO
INFLUYEN EN EL DISEÑO DEL MUEBLE
SINO TAMBIEN EN LAS MATERIALES Y
LAS CONBINACIONES.**



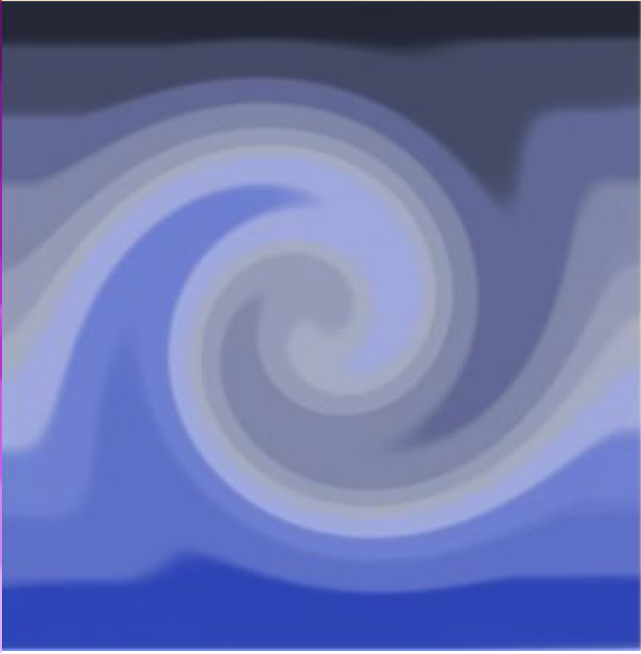












**PERO AUN SIENDO UN PRODUCTO DE
MODA, EL MERCADO NORTE
AMERICANO ES MUY CONSERVADOR**

**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%**

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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Ends 3/25/2007

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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%)
Freight Fee: \$90.00

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PRODUCT DETAILS

• Material: Wood/MDF/Veneers	• Item#: 1962011
• Finish: Fruitwood	• Dimensions: 17.50"l x 41.50"w x 34.00"h
• Accents: Pewter	• Care: Clean with Dry Cloth Only
• Assembly: No Assembly Required	

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=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

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

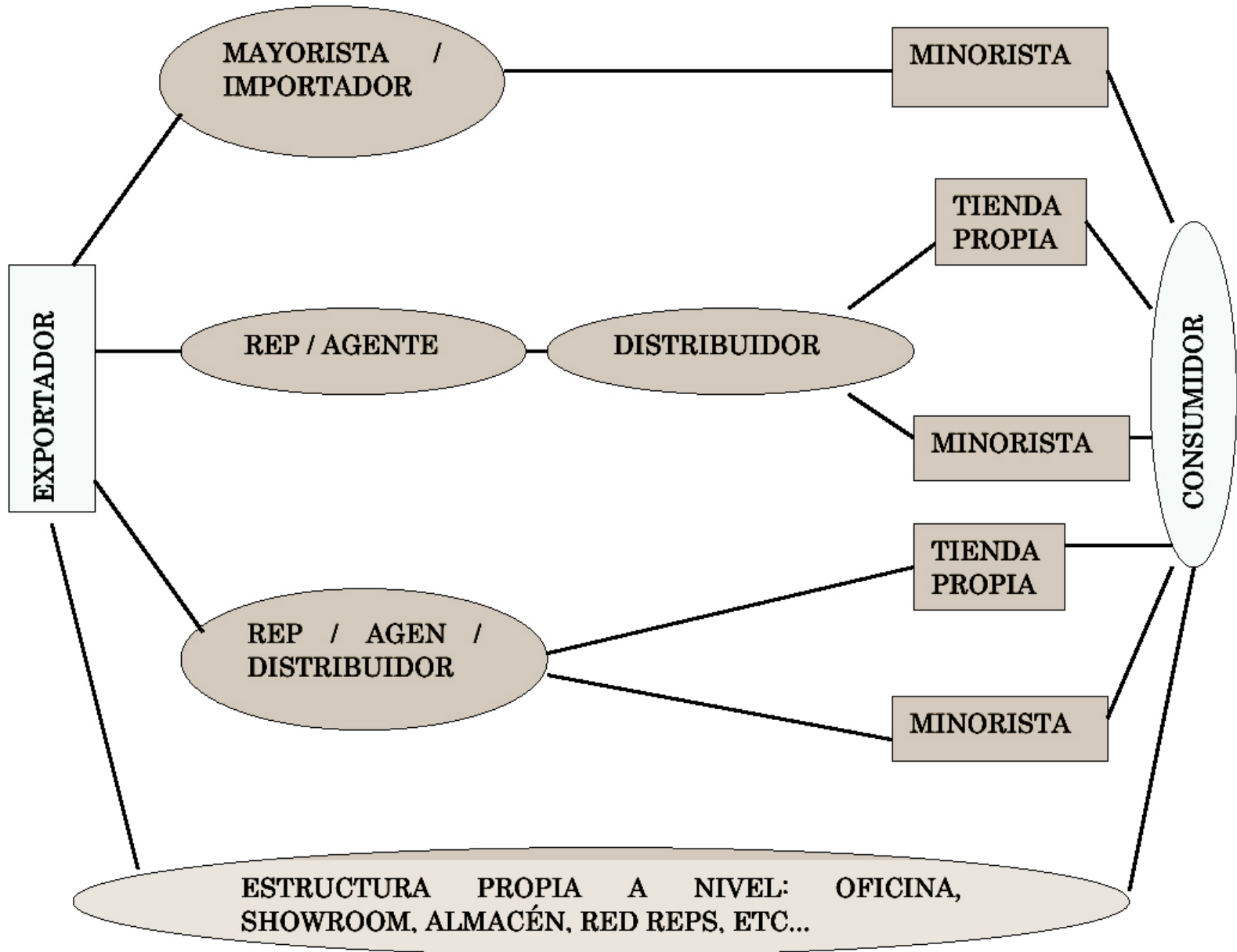
- **Volúmenes altos y los mas bajos costos posibles.**
- **Muebles con alta estandarización, ausencia de defectos y alta rotación.**



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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Anniversary Sale Items

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<u>Contemporary chenille 4-pc livingroom</u>	\$999.99
<u>Stylish maple 5-pc bedroom</u>	\$977
<u>Exciting red sofa, loveseat & 3 tables</u>	\$999.99
<u>Rustic pine flat screen TV console</u>	\$488
<u>Classic Mission 5-pc diningroom</u>	\$677

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[Cottage Cove Pine Armoire](#)
\$499.99



[Cottage Cove White Armoire](#)
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[Harrington Armoire](#)
\$599.99



[Mission Guest Armoire](#)
\$599.99



[Mission Black Guest Armoire](#)
\$619.99



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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

\$199.99



Harrington Chest

\$399.99



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Damon Round Dining Table
\$249.99



Abaco Dining Table
\$299.99



Santa Cruz Dark Pine Rect. Table
\$299.99



Santa Cruz Light Pine Leg Rect. Table
\$299.99



Santa Cruz Light Pine Oval Table
\$299.99



Scarsdale I Leg Table
\$299.99

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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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\$109.99



Santa Cruz Dark Pine Arm Chair
\$139.99



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\$899.99



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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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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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299023

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- Moveable task light above work surface
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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	\$219.99	<input checked="" type="checkbox"/>

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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.



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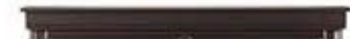
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Armoire



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Dresser



Bunching Chest



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Night Stand



Night Stand



Bedside Table



Headboard



Metal and Wood Bed



Panel Bed



Panel Bed



Panel Bed



Panel Bed



Leather Platform Bed

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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



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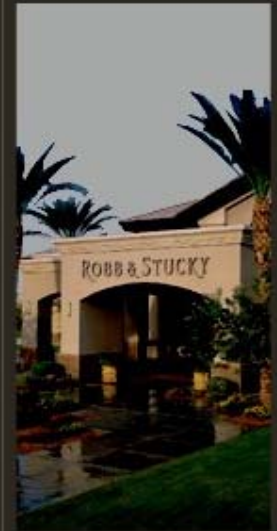
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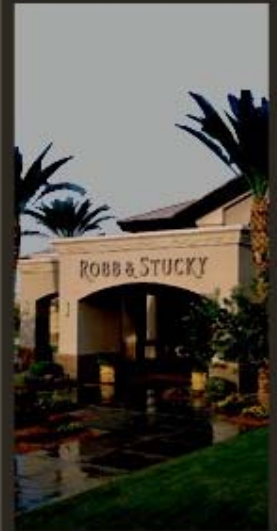
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If your tastes lean toward the contemporary, Contemporary Living offers a unique selection of furnishings with dramatic silhouettes. From Bauhaus to Biedermeier, discover furnishings of stone and marble, glass and metal, exotic veneers and high gloss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



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Plasma TV Cabinet	Need Help?	
<p>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.</p> <p>Important note: Cabinet ships in two pieces. Top must be attached to bottom using the hardware provided.</p> <p>✉ E-mail to a friend</p>	<ul style="list-style-type: none"> • Call 1.877.944.9888 • E-mail Us • Online Chat • Shipping Information • Return Policy 	
Items Available	Quantity	Available Sizes/Colors
<p>Plasma TV Cabinet Price: \$3,259.00 Add'l. Shipping 105.00 HCOS7_F02EF</p> <p>Ships from vendor</p> <p>Expected to ship no later than: 05/17/2007</p>	<input type="text" value="1"/>	<input type="text" value="BROWN"/>

May We Suggest?

Items Available	Quantity	Available Sizes/Colors
 <p>"Baroque" Leather Armchair Price: \$1,759.00 Add'l. Shipping 175.00 HCOS7_F02EG</p> <p>Product Details</p> <p>Ships from vendor</p>	<input type="text" value="0"/>	

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Items Available	Quantity	Available Sizes/Colors
<p>Queen Panel Bed Price: \$1,249.00 HCOS7_H2283 Ships from vendor Expected to ship no later than: 05/16/2007</p>	<input type="text" value="0"/>	<input type="text" value="MAHOGANY"/>
<p>King Panel Bed Price: \$1,589.00 HCOS7_H2284 Ships from vendor Expected to ship no later than: 05/16/2007</p>	<input type="text" value="0"/>	<input type="text" value="MAHOGANY"/>
<p>Nightstand Price: \$569.00 HCOS7_H2285 Ships from vendor</p>	<input type="text" value="0"/>	<input type="text" value="MAHOGANY"/>

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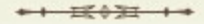
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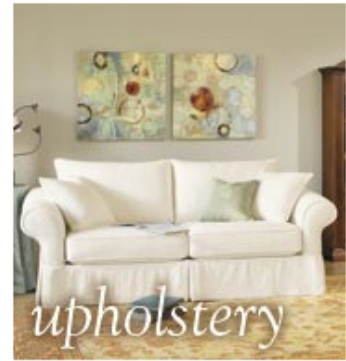
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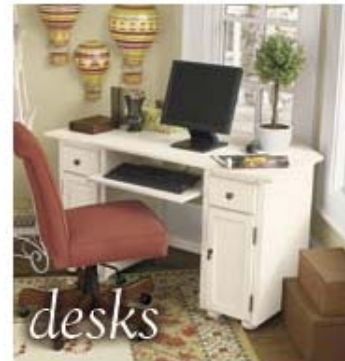
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- UPHOLSTERY
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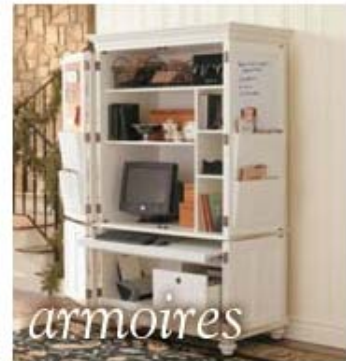


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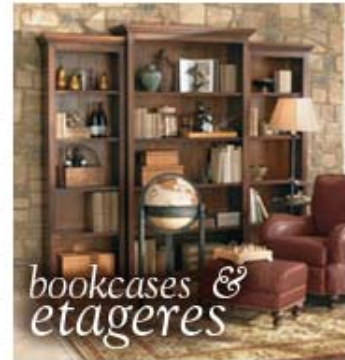
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armoires



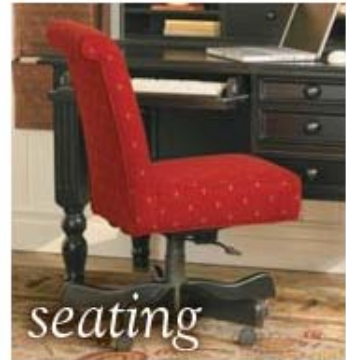
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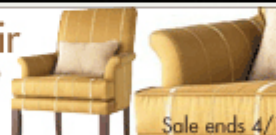
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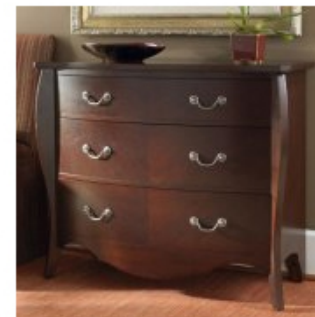
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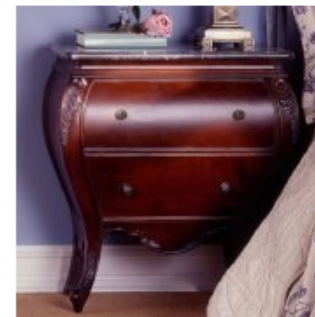
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<ul style="list-style-type: none"> ● Finish: Fruitwood 	<ul style="list-style-type: none"> ● Dimensions: 17.50"l x 41.50"w x 34.00"h
<ul style="list-style-type: none"> ● Accents: Pewter 	<ul style="list-style-type: none"> ● Care: Clean with Dry Cloth Only
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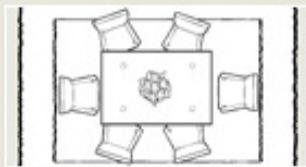
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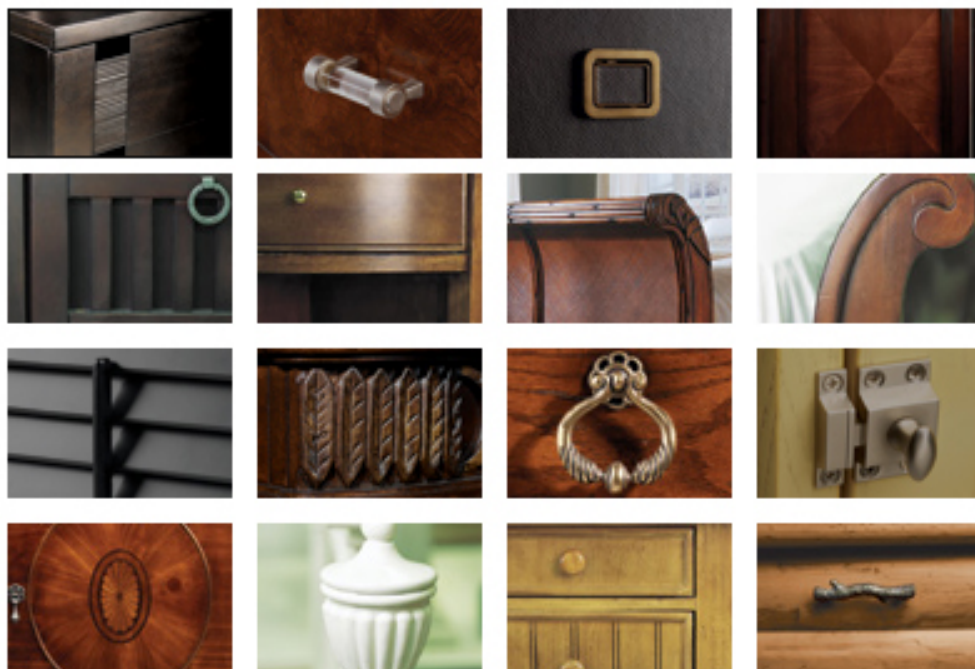
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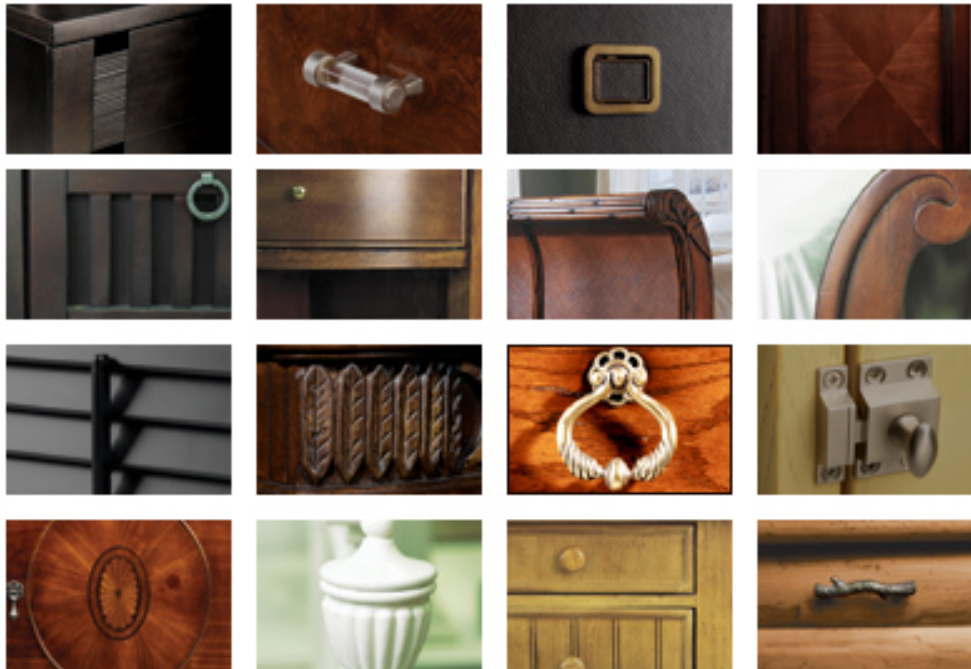
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THE WORLD LEADER IN SUSTAINABLE FURNITURE

CUZCO



PARACAS



SELVA



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[SUSTAINABILITY](#)

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THE WORLD LEADER IN SUSTAINABLE FURNITURE

SELVA

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.

New Woods And Finishes
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THE WORLD LEADER IN SUSTAINABLE FURNITURE

CUZCO

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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[bedroom](#)

[sleep surfaces](#)

[formal dining](#)


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Select furniture 



GIFT
CARDS
GET ONE

NOT JUST A STORE.
AN EXPERIENCE!



**JORDAN'S
MONSTER DEAL!**

EVERY Sofa, Sectional, Dining Table, Bed, & Mattress
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	NYN	0	0	0	0	E	E	E	E	E	0	2	0	7	CLE	7	2	41	DE		
28	BOSTON	0	1	5	3	0	E	E	E	E	9	9	1	31	TOR	7	7	21	CW		
														41	ANA	0	30	SE			

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The Natick Store



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ROOM PLANNER

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3D THEATER



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MOM
MOTION ODYSSEY MOVIE

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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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CARDS
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bedroom

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

show:

206 items found

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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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bedroom
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Sleep Lab

where sleep is a priority

finance your furniture


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bedroom

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8 Drawer Dresser

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

Timberline

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

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

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

Also Available

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

* Sizes are approximate

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Plan

Sleep Lab

where sleep is a priority

finance your
furniture



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bedroom

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12 Drawer 2 Door Dresser

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

Colonial Passage

Origin	Made in China
Finish	Dark brown Hand distressed and hand finished
Materials	Select Asian hardwood solids Walnut accent veneers / furniture board
Constr.	<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
Interior	French dovetail drawer fronts English dovetail drawer backs Wood on wood drawer glides Wood drawer bottoms
Special Features	
Warranty	1 yr against all manufacturer's defects
Care	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/>



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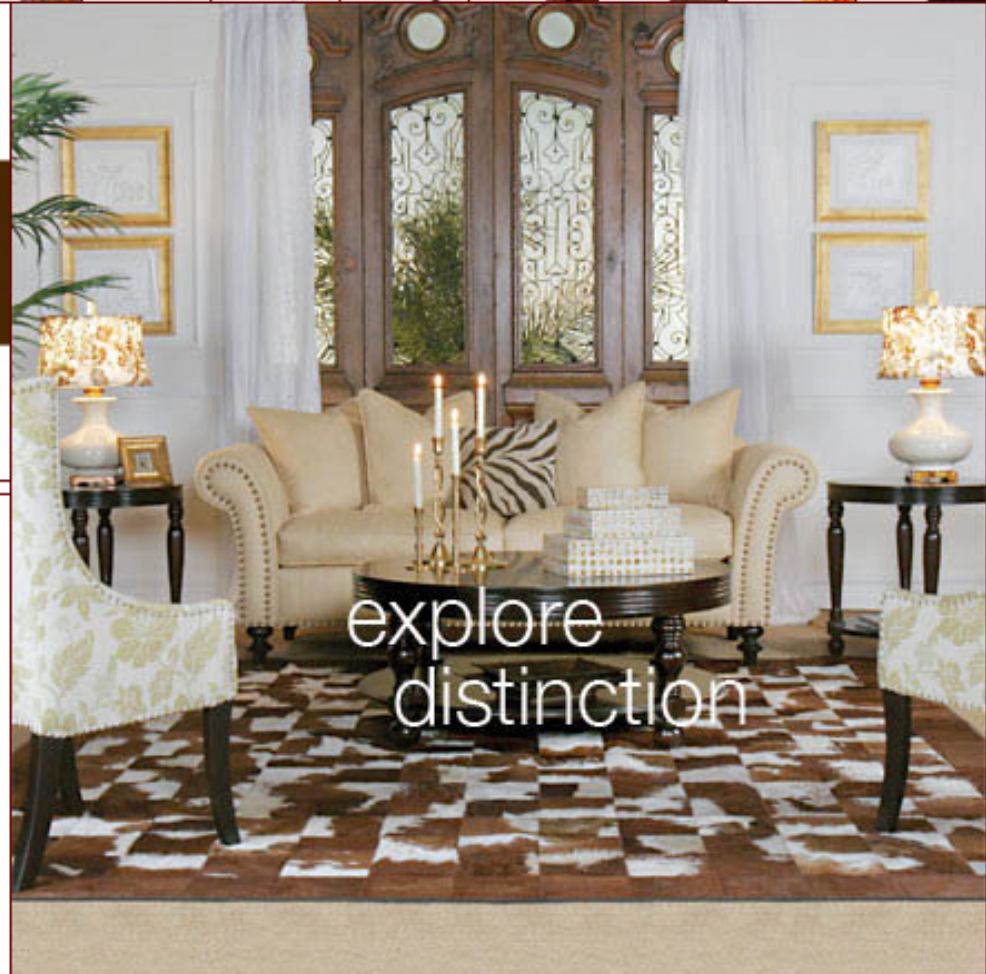
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High Point, North Carolina

March 26 through April 1



Sofia Hutch



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distinction

what's
new!

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.



▲ More ▼

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.

▲ More ▼

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



Make your selection from the images to the right.

▲ More ▼

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



Make your selection from the images to the right.



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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

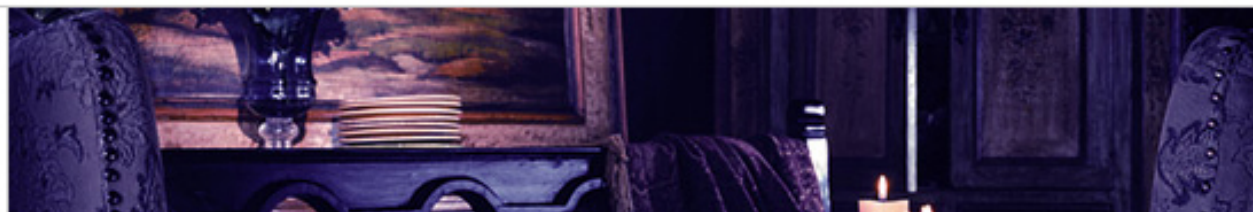


Art



Accessories

accents



RESUMEN



GRACIAS!!

MARIBEL ROJAS

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