

## Creative Style at Expressions Custom Furniture

Rose Kelly fell in love with Birmingham. After serving as regional manager of **Expressions Custom Furniture**, the 80 franchise national furniture store chain, she visited the Birmingham store many times. When it became available for purchase in August, Kelly took the plunge and bought it. She is in the process of moving permanently to Birmingham from Paramus, New Jersey.

Expressions offers custom upholstered furniture and unique accessories delivered in 45 days. The eclectic store which emphasizes imaginative

presentations of furniture and accessories - sells hundreds of styles of sofas, chairs, etc. which can be further modified by the customer. They can not only individualize the fabric, but can change other styling details as well as such as the arms, the skirt and an assortment of possible variations.

"Our customers will never see their exact couch or chair anywhere else," says Kelly. "And we emphasize the total look that the customer is trying to achieve. Sometimes people get new furniture and have a look in mind that they see in the store. But when they

get it all home, somehow it doesn't look quite the way they imagined it. We offer in-home design consultation to help pull the whole look together for our customers. We want to replicate the feeling they got in the store. We know they are seeking to make a statement of style which is more than just furniture. That's where Expressions is different than the ordinary furniture store."

The female staff at Expressions, in addition to owner Kelly, includes Manager Nancy Kwik, four sales consultants and the bookkeeper. As of

November 1, new merchandise and an entire new look that compliments the new merchandise, will be completed. This is the way Expressions presents all of its new collections as they come out during the year.

At Expressions even our plastic is beautiful. We offer our customers an Expressions credit card. This convenience allows our customers to charge purchases of fabric, upholstered furniture case goods or accessories and pay for them late. Expressions has over 750 fabrics ranging from canvas to plush cut velvets. Their luxurious pillows and throws make great home gifts.

During the month of October they are having their greatest sale of the year the progressive furniture sale. Save 25% on your first upholstered piece, 30% on the second and 35% on the third.

Expressions Custom Furniture is located in Birmingham at 880 S. Woodward at the Hunter Split. Phone (810) 647-8882.

Hours are Monday, Tuesday, Wednesday and Friday 10 a.m.-6 p.m.; Thursday 10 a.m.-8 p.m.; Saturday 10 a.m.-5 p.m. and Sunday 1 p.m.-5 p.m.

Expressions, come find yourself in our furniture.



Rose Kelly of Expressions Custom Furniture.

# EXPRESSIONS

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Fabulous  
styles, unforgettable  
fabrics, furniture hand-  
crafted to your specifications -



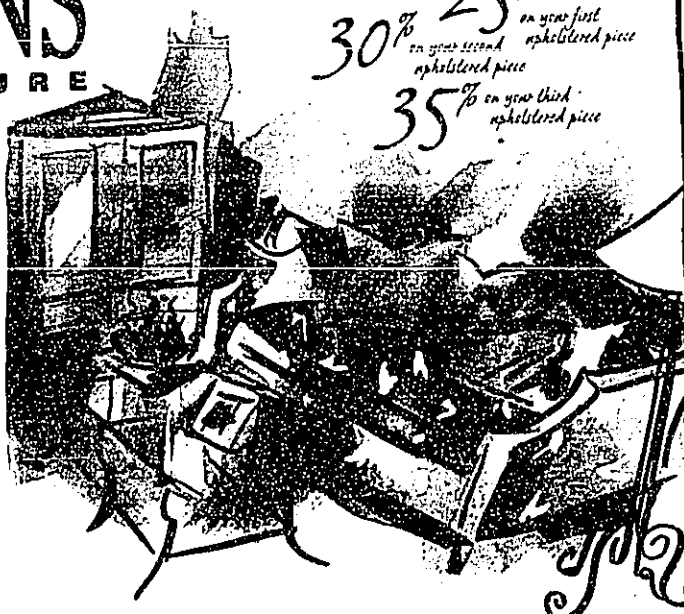
sofas,  
sectionals, chairs,  
ottomans and more.  
Thousands of possibilities.



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SAT, 10 A.M. to 5 P.M. • SUN, 1 P.M. to 5 P.M.



Save 25%  
30%  
35%  
on your first  
on your second  
on your third  
upholstered piece  
upholstered piece  
upholstered piece

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