

Fabulous FURNITURE 2001

Bedrooms serve as retreats in many residences

BY JENNIFER PLACINTO
STAFF WRITER

Younger married couples, tired from the 9 to 5 grind, are looking for a place to get away at the end of the day and they're finding it in their bedrooms.

Bedroom retreats are growing in popularity among couples in their mid-20s to late-30s with or without children, said Kevin Konat, owner of Classic Interiors in Livonia.

Bedroom retreats seem to suit many others as well, said Pina Newman, design assistant at Ethan Allen Furniture in Auburn Hills.

She said everyone from young to old, singles, parents with young children and empty nesters are looking to fill their bedrooms with cozy chairs, functional tables and ottomans.

Relaxation is key to these retreats used for getting away from the stresses of the day, the

children and even the phone, Konat said.

"I think it's just a relaxing room," Newman said. "It is a room where nothing else is distracting you. In other rooms, there are other things that need to be done," she said, referring to dirty dishes and picking up things around the house.

"When both (partners) work, they don't spend a lot of time at home," Konat said. "They generally eat out a lot."

The bedroom is the place where they have time to kick back before going to sleep and thus it's the only spot in the home where they are most likely to spend at least eight hours of their day, Konat said.

The bedroom retreat can serve as a relaxing area for watching TV, listening to music, or even getting a little work done without interruption.

"Everybody today either wants an entertainment center or a computer unit (in their bedroom)," Konat said. "It's a real getaway area."

In her experience, Newman said, some couples are putting televisions and stereos in their rooms, but that's not the norm.

Most people plan their rooms by the furniture they already have and the theme, color or personality they wish the room to have, she said.

So why combine several functions in one room? "I think master bedrooms are becoming larger in homes and

they need to fill that space," Newman said.

And many customers of Classic Interiors are doing so by starting with larger beds.

"King size beds are selling more so than queen anymore," Konat said. "Mattresses are getting plusher and customers really don't mind spending a lot of money ... to dress it up."

Additional bedding and pillows are what many customers are opting for as well as taller headboards for effect. But the height of canopy beds isn't attracting as many customers.

"A lot of people aren't really buying canopy beds anymore,"

Konat said, since many bedrooms don't have the ceiling height required for a king size canopy.

Selecting furniture for the bedroom is a bit easier than other rooms, Newman said, because you know what you need. Customers are still looking for matching bedroom sets, but there's more room for compromise since it's a private location.

"It's a room that's generally not seen by their friends and family," Konat said.

And unlike shopping for kitchen or living room furniture, where women tend to narrow down selections and then bring

their husbands to make the final decision, Konat said, couples often shop together when picking out bedroom sets.

"They each have their individual tastes," Konat said. "The wife generally is looking for a certain type of dresser size for her clothes and the husband, an armoire for a TV and his clothes."

One thing the bedroom retreat doesn't make room for is exercise. Couples tend to find other rooms in the house for working out, usually in their finished basements, Konat said.

Historic look

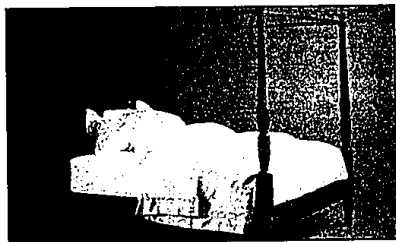


PHOTO COURTESY BAKER FURNITURE

Sleeping beauty: This late 18th-century mahogany carved post bed, part of Baker Furniture's Historic Charleston collection, is a remarkable contradiction in styles. The bed's simple head and foot boards are matched with elaborate reeded posts, each carved with acanthus and tobacco leaves and drapery motifs, and topped with carved finials. The feet end in brilliant brass sabots, adding a touch of jewelry.

Creative Room Makeovers

Kimberly Evans
ASID Industry Partner
Interior Refiners Network
Certified Member
Bonded and Insured!

Specializing in
Using What You Have

Real Estate Staging and
Holiday Decorating Available
www.CreativeRoomMakeovers.com

810-796-9230



TURNSTONE GRANITE, INC.

CUSTOM FABRICATED KITCHEN & BATHROOM COUNTERTOPS
FIREPLACE SURROUNDS
NATURAL STONE PRODUCTS (GRANITE, MARBLE, LIMESTONE)

FREE UNDERMOUNT SINK CUT OUT WITH THIS AD ONLY

*\$250.00 VALUE *NO OTHER DISCOUNTS APPLY
*NEW ORDERS ONLY *MINIMUM \$1,200.00 ORDER
*EXPIRES 10/31/2001

24580 N. INDUSTRIAL DR. FARMINGTON HILLS 248-478-7722

SAVE UP TO 85% OFF NEW
ON ALL 1ST QUALITY NAME
BRAND BLINDS & WALLPAPER
HunterDouglas, Duette, Silhouette, Weverly,
Village, Lenzor, Kirsch, Graber, LoxleyDrape,
Imperial, Thomas Kalkade, Ralph Lauren,
Carmy Lind, and More!

**NEW COMPUTERIZED
WALLPAPER SEARCHES**
View over 125,000 patterns in our showroom
on computers with easy-to-search methods.
If you can dream it... our experts can help
you find it instantly!

Now SUPER VALUE WALLPAPER:
\$299 SUPER VALUE IN
STOCK WALLPAPER
NO PAYMENT FOR 90 DAYS (see store)
call... 1-800-575-2750
or visit... www.decoratoday.com

2 CONVENIENT LOCATIONS
Call 1-800-442-3919 for location
Grand Rapids Bedding Company (GRBC)
Mon.-Wed. 10am-7pm
Thurs. 10am-5pm
Fri. 10am-5pm
Sat. 9am-5pm
Sunday 11am-5pm

10% OFF
All Blinds & Wallpaper
*Offer valid on all new purchases of \$100 or more. Excludes special orders and previous discounts. Offer good through 10/31/01.

Simply the most amazing selection you've ever seen!

Furniture
Dining Rooms • Chairs
Benches • Bedroom • Armoires
Tables • Home Office

Accessories
Mirrors • Shelves • Clocks
Lamps • Wall Art • Baldwin Brass

Variety
French Country • Eclectic
Shaker • Traditional • Contemporary

Three Oaks FURNITURE

248.615.8980

33021 Grand River • Farmington • Just East of Farmington

Mattress Superstore to donate 10% of all sales to WTC Disaster Relief Fund

For one week 10% of your sale will be donated to the World Trade Center Disaster Relief Fund in your name, to help in the relief of the tragedy of September 11th. We at Grand Rapids Bedding Company, the MATTRESS SUPERSTORE are deeply saddened by recent events and wish to show our support by donating 10% of all sales during the week of October 21st thru the 27th, 2001 to ease the suffering of the victims and their families. We will be having special discounts at all 4 locations in Waterford, West Bloomfield, Royal Oak and Troy. We appreciate your business, as always and helping us to support our fellow Americans in their time of need.

1 WEEK ONLY SALE
Oct. 21st through 27th
Buy **AMERICAN** - Made in Michigan

Only at
The **MATTRESS SUPERSTORE**

SAVE 55-75% OFF

**No Interest
No Payments
No Money Down
For 12 Months**
*with approved credit

Never Turn

CHIROLUX ULTRA		CHIROLUX SPECIAL	
Competition	Our Price	Competition	Our Price
Twin.....	\$109/ea.	Twin.....	\$109/ea.
Full.....	\$109/ea.	Full.....	\$139/ea.
Queen.....	\$289/ea.	Queen.....	\$349/ea.
King.....	\$489/ea.	King.....	\$549/ea.

DREAMSCAPE PUSHER		DREAMSCAPE PUSHER	
Competition	Our Price	Competition	Our Price
Twin.....	\$149/ea.	Twin.....	\$199/ea.
Full.....	\$199/ea.	Full.....	\$229/ea.
Queen.....	\$449/ea.	Queen.....	\$549/ea.
King.....	\$649/ea.	King.....	\$749/ea.

**FREE DELIVERY
FREE SETUP**

**FREE REMOVAL
FREE CARRYAWAY**

10% of all sales from all 4 locations will be donated to the WTC Disaster Relief Fund 10-21 thru 10-27

Grand Rapids Bedding Co. THE MATTRESS SUPERSTORE

TROY	WEST BLOOMFIELD	WATERFORD	ROYAL OAK
WAREHOUSE CLEARANCE CENTER 32301 Stephen Hwy. 1-800-660-MATS	6660B Orchard Lake RD 1-800-579-MATS	CLEARANCE CENTER 4895 Dixie Hwy. 1-800-929-MATS	32222 Woodward 1-800-339-MATS