

# Resale furniture goes upscale at Recherché

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The fastest growing segment in the resale industry is used furniture.

The reason: New pieces are pricey, so homeowners are looking for deals.

At Recherché in Waterford, the deals are on fine furniture with middle- and upper-income homeowners being the target market.

"If people are like me, I like to get good things, and I like to get a good deal," said store owner Dana Demski.

So what makes for "good things" at Recherché? Pieces by such manufacturers as Baker, Bernhardt, Ethan Allen, Henredon, Thomasville and Stickley, for one. There's also fine art, decorative accessories and antiques.

The upscale assortment of goods don't just walk through the door, though.

Demski takes an active approach to consignment by networking with local interior designers and real estate agents.

Like most in the resale furniture business, Demski does stock pieces from homeowners who seek him out, but he finds the majority of store's offerings.

"We're trying to pull really good furniture into the store, rather than just waiting to see what shows up," said Demski.

To that end, Demski visits most potential consignors in their home to take inventory of available furniture and obtain as much information as possible about the pieces.

After a little research, he determines what he feels is a fair price and draws up a formal agreement for consignment.

The sale split is 50 percent, and most pieces are not marked down on the show-



Recherché in Waterford has only been open since August 2002. But with business booming, the store's owner, Dana Demski, recently doubled his showroom to 8,000 square feet.

room floor. "I try to price things fair up front," said Demski, who has been collecting art and furniture for 20 years and describes his business as "a hobby gone wild."

Demski's approach has been well received by consignors and shoppers. And he has had to expand - he recently doubled the showroom from 4,000 to 8,000 square feet - in his first year of business.

Recherché opened in August 2002. Inside the store, Demski

strives to create a shopping experience by showing pieces into vignettes.

Two custom ivory-toned Bernhardt sofas (81,100 each) are, for instance, grouped with a two Ethan Allen glass and wood etageres (81,799 each), a coffee table and living room chair.

Store services include 24-hour holds, a wish list for customers seeking out specific items, furniture pick-up and delivery and digital photos for shoppers to take home when mulling over a purchase.

Currently, Demski is fine-tuning the store's Web site. His latest addition: a catalog that will enable customers to browse what's



A Louis XV Bombé chest, priced \$2,950, is one of many antique pieces on consignment at Recherché, which specializes in fine furniture.

in stock from home. He's also planning to hold a store opening in late January or early February.

"We work very hard to help people get what they're looking for," said Demski.

"And to make sure they're satisfied."

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## CLARIFICATIONS

■ In the Jan. 16 article "Artistic Visions," the cost of murals created by Lois Primeau was incorrectly stated. Pricing of murals is based on many things: complexity of the project, length of time to execute, materials, etc. Because there are so many variables, it is difficult to give an average price for a mural. Some projects take a day or two to complete, others take many weeks. Primeau's prices are given as flat bids, which means she has taken into consideration all of the variables and reached an inevitable figure for the project involved and what she has proposed. If the project runs

long in terms of time to execute, she doesn't charge extra for that time unless, through mutual agreement with the client, due to changes made in the original design. Primeau bases her pricing on a day rate of approximately \$350. She welcomes your calls and can be reached at (248) 709-4200 or (248) 398-0550, or visit her Web site [www.wofrogstudios.com](http://www.wofrogstudios.com).

■ Brooks Brothers Ceramic Tile & Marble in Garden City, not Ceramic Tile & Marble, took care of the tile flooring in the 2001-02 Ujilest Bathroom Contest renovation reported in the Jan. 16 edition of At Home.

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