Resale furniture goes upscale at Recherché

The fastest growing segment in the resale industry is used

The reason: New pieces are

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 upperincome homeowners being the target market.

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

So what makes for 'good things,' at Recherché?

Pieces by such manufacturers as Baker, Bernhardt, Ethan Allen, Henredton, 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 furni-

agents.

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

Where: 3671 Highland in the

Waterford Place Plaza in

For store hours and

additional information: Call (248) 681-6120 or visit

Waterford

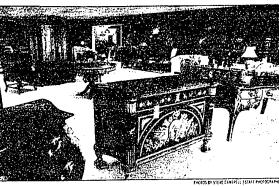
ings.
"We're trying
to pull really
good furniture
into the store, rather than just waiting to see what shows up," said Demski.

www.recherchefurniture.com To that end, Demski visits

most potential consignors 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.

for consignment.

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



Recherche 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 collect-ing art and furniture for 20 years and describes his busi-ness as "a hobby gone wild." Demskis approach has been well received by consignors and shoppers. And he has ad-

had to expand - he recently doubled the showroom from 4,000 to

and showroom from 4,000 to 8,000 square feet - in his first year of business. Recherché opened in August 2002. Inside the strives to create a showroom experience by grouping pieces into vignettes. Two custom ivory-toned Bernhardt sofas (\$1,100 each) are, for instance, grouped with a two Ethan Allen glass and wood etageres (\$1,799 each), a coffee table and living room chaft. Store services include 24-hour holds, a wish list for



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

enstomers seeking out specific items, furniture pick-up and delivery and digital photos for shoppers to take home when mulling over a

home when muning 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

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," sald Demski
"And to make sure they're satisfied."

CLARIFICATIONS

■ In the Jan. 16 article

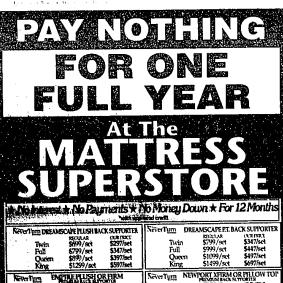
"Artistic Visions," the cost of
murals created by Lois
Primean was incorrectly stated.
Primean was incorrectly stated in the properties of the properties

long in terms of time to execute, she doesn't charge extra for that time unless, through mutual agreement with the cient, due to changes made in the original design. Primeta bases her pricing on a day rate of approvimately \$350. She welcomes your calls and can be reached at \$240,709-4200 or (246) 398-050, or visit her Web site weaktwofforgstudies.com.

Ilmolos Brothers Ceramic Tile & Marble, took care of the tile flooring in the 2001-120 Ugliest Bathroom Contest renovation reported in Jan. Jan. 1201-120 Ugliest Bathroom Contest renovation reported in Jan. 120 Ugliest Bathroom Contest renovation reported in Jan. 120 edition of At Home.

Contest renovation reported in the Jan. 16 edition of At Home







ROCHESTER WATERFORD ROYAL OAK

WATE - 870 TO MATS 1-800-929 MATS 1-800-339-MATS



Ceramic Tile Sales Inc. Marble & Granite Shop Rochester Farmington Hills Southfield

23455 Telegraph Rd. 248-356-6430

24301 Indoplex Circle (248) 426-0093

1972 Star Batt Dr. 248-853-4654 londay Closed * To Wed. The 9-5 Fri 9-8. Set 9-5

Visit one of our Showrooms!

Products Notice Control and Maximo Country
Special for Control Country Country
Special for Control Country
W-F 8:30-8:00; Sat 9:00-5:00
W-F 8:30-8:00; Sat 9:00-5:00

SHOP HERE LAST. WE WILL BE YOUR BEST DEAL!