

## Gorman's Furniture Is Right For All Modern Lifestyles

Today's home must fill many needs. It is a meeting ground for the generations. It is a fitness center and an entertainment complex. It is a home office and a nursery, daycare center and a teenager's retreat. It is a dine-in restaurant and a full-service hotel.

Whatever the need, and whatever the style, Gorman's Furniture can provide affordable resources to make a home more beautiful, functional, and tailored to today's changing lifestyles and tastes.

Whether to provide comfort or to make a bold statement, Gorman's has the people who understand what it takes to make a home environment feel and look perfect.

With 56 years in the furniture business, Gorman's could rest on its laurels — but doesn't. Instead, Gorman's continues to innovate, bringing customers new furniture, new ways of buying furniture, and new ways of arranging the furniture in the home.

With locations in Troy, Dearborn, Southfield, and Novi, Gorman's can provide furniture to suit any style — and any budget. And the furniture comes with unmatched service.

The majority of Gorman's staff are college-educated designers, who often have 10, 20, or more years of experience with Gorman's.

"Because people expect more from Gorman's, we have to have better and more qualified staff," said executive vice president and general manager Tom Lias. "And we have very little turnover. That only enhances the quality of the service the customers get."

For example, all Gorman's customers receive the benefit of the companies trained designers for "not one penny more."

This means that they can actually save money, because these professionals know the ins and outs of the industry, where to go for the best prices, and how to make money go further.

The designers will also help shoppers save time, reduce the risk inherent in buying furniture by carefully coordinating it with the existing furnishings, and solve problems.

"Our real specialty is creating solutions for your dilemmas that are cost effective and functional," Lias said. "Think of us as your home's personal shopper."

As a result of its products and ser-

vice, Gorman's was chosen as the national retailer of the year in 1994 by the National Home Furnishings Association (which represents around 32,000 stores). Gorman's also stands out in the degree of its support for the community — the stores have hosted innumerable benefits. For example, Gorman's provides extensive support to the Children's Hospital and the Haven.

There are several Gorman's stores located in the metropolitan Detroit area.

Gorman's in Southfield is America's Premier Contemporary Furniture Showcase, for those who want to make a bold statement with their furniture.

This is the ultimate state-of-the-art contemporary store with furniture and furnishings from the most progressive manufacturers in the contemporary design industry.

In this store, you can find one-of-a-kind pieces and accessories from all over the world, and the store is staffed by people who can put it all together and make it work in the home.

Gorman's in Southfield has been offering contemporary furniture for almost 60 years, and has had a lot of practice in getting it right. The store carries furniture from the best contemporary manufacturers in the world.

"To get more selection or even a comparable selection, you would have to go to New York or Los Angeles," said executive vice president and general manager Tom Lias.

The store spans the gamut of contemporary furniture styles, from the soft, transitional contemporary which is almost traditional in style, to the modern classics. And it also spans the range of prices — from \$800 for a sofa, all the way up to \$5,000.

At any one time, Gorman's Southfield displays as many as 50 different looks of contemporary furniture, together with all coordinating accessories.

Customers can even customize the furniture to create the contemporary look that is perfect for their home.

All the people who work at Gorman's Southfield love contemporary design, and with 20 designers on staff, they can help you get the exact look you want.

And for home owners who prefer a more traditional look in their interior design, Gorman's offers a group of stores that cater specifically to their needs.

At Gorman's Drexel Heritage Showcase stores in Troy, Novi, and Dearborn, customers can choose from over 100 room settings covering all types of traditional furniture. Here they will find classic lines, the feel of wood, the warmth of texture in styles ranging from classic European to soft transitional, almost contemporary styles.

The Drexel Heritage stores have been in business for about 20 years, with the Novi superstore more than twice as large as either of the other two stores.

All stores feature the world-famous Drexel Heritage line but also offer hundreds of other manufacturers,

including Century, Baker, Milling Road, Marge Carson, Sherrill, and Emerson Leather.

More and more people have been coming back to the traditional styles luxuriating in the soft, warm fabrics and the comfortable design. And Gorman's Drexel Heritage offers these styles, including American, English and French Country, 18 century traditional and Victorian, Louis Phillipe, and other classics.

This is heirloom-quality furniture that for centuries has set the standard for beauty — and will continue to do so for centuries to come.

"The more stressful the outside world is, the more you look for a quiet haven in your own environment," Lias theorized.

And, as at all Gorman's stores, there is a staff of experienced, degreed interior designers ready to offer help, answer questions, or even to take over an entire interior design project if the customer so desires.

Gorman's Studio of Interior Design in Southfield makes the decorating process even easier. Here, one of the most creative and innovative design teams in the nation can help you make the choice that work, either to fill in a room or to start from scratch. This full-service team can deal with everything from construction details to custom-made furniture.



Traditional at Troy, Novi, and Fairlane.

The Studio is a separate, focused entity staffed by eight very experienced designers. All have degrees and years of experience in the field, which they use to save the customer time and money during the home decorating process.

These designers cover the absolute spectrum of design style, from the most traditional to the most contemporary.

And that team has the advantage of unlimited resources — starting with the thousands of samples to see right in the studio, the entire selection of Gorman's furniture and accessories, and beyond, to any manufacturer and supplier.

"The Studio is not limited," Lias said. "They can go anywhere, create anything, customize anything."

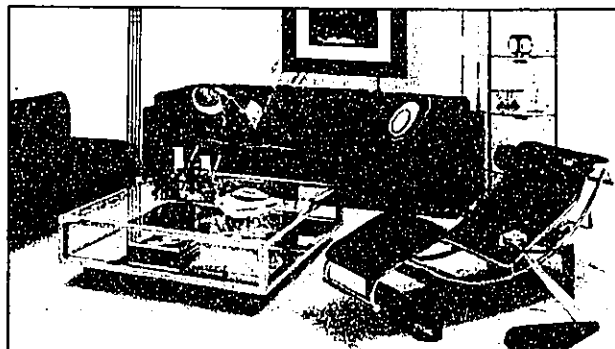
Customers also have the peace of mind that comes from having the support of a major corporation like Gorman's behind the Studio.

Finally, Gorman's recently opened a Furniture Outlet in Southfield, a brand new way to shop for furniture. Here, shoppers can find inexpensive new furniture, clearance items, and slightly damaged furniture and cancellations.

The Gorman's stores are all open 10 a.m. to 6 p.m. except on Sundays, when the hours are noon to 5 p.m. and Mondays and Thursdays, when the stores are open until 9 p.m. The Studio of Interior Design is also open evenings by appointment.



Studio of Interior Design, Gorman's Southfield.



Contemporary at Gorman's Southfield.