

cover story

**On the cover:** Lenny and Faye Denha lounge on one of their custom designed beds in one of the showrooms at Ziaz Furniture. Staff photos by Sharon LeMieux.



**Special effects:** (Left) Unusual painting techniques and acrylic materials give furniture buyers a chance for self expression. (Lower left) This dresser is one of many design options that customers can choose at Ziaz Furniture. The modern pottery is an accessory that can be purchased. (Below) This totally contemporary dining table and chairs with a simple but attractive sideboard shows the design options available at Ziaz Furniture.



# Furniture designed especially for you

BY HUGH GALLAGHER  
Staff Writer

Remember the old Burger King pitch — "Have it your way."

That's the idea behind Ziaz Furniture in Farmington Hills.

The store at 32839 Northwestern Highway opened Aug. 16 to offer custom-made furniture that customers are encouraged to alter to their special needs and tastes.

Lenny and Faye Denha are offering a line of sleek, contemporary beds, dressers and tables manufactured at their shop in Farmington Hills. But the floor models are only a jumping off point for customers who want to create their own furniture fantasies.

"People come in and don't know what we do," said Faye Denha. "We introduce them to our showroom and tell them what we do. They don't have to buy what they see. If they have a design in mind, we'll do it for them."

Lenny (Ziad) Denha is the primary designer for the company's line of furniture. He studied design, including 2 1/2

years at Lawrence Technological University and is drawn to unusual modern styles.

"I just like to create," Denha said. "I'll be driving down the road and pull over to draw out an idea."

The show room gives customers an idea of what can be done with laminates, acrylics, high gloss and matte finishes. There are bedrooms, dining rooms, living rooms and children's rooms showing a variety of styles, colors, textures and finishes. The items manufactured by Denha are complemented by modern upholstered sofas and marble tables that customers can purchase through a catalog at the store for a one-stop shopping experience.

But offering Denha's designs is only the beginning.

"They (customers) come in and say, 'I like your designs, but ...,'" Denha said.

Jody and Tom Byrne of Commerce Township found Ziaz Furniture the perfect place to furnish their new house.

"They find out what your style is," Jody Byrne said. "They give you their

input. They've been great."

Byrne said they've bought many pieces from Ziaz including occasional tables, a dining table and a bedroom set.

"When we went into the showroom, you could see the quality," Byrne said.

She said she was impressed that Ziaz could create one-of-a-kind furniture pieces.

"Whatever works, they make it work for you," Byrne said.

Duraid Antoon and his wife of Farmington Hills had Ziaz create several pieces of furniture to suit their taste.

"It was great. I'm a mechanical engineer and I wanted abstract furniture. I was able to go in and get ideas from what they had," Antoon said.

Denha created a matching set that tied a dining table to an entertainment set and even to a bedroom set in another room. He also created insets for Antoon's leather sectional.

"What I really like is the sharp angled corners, I'm really impressed with that work," Antoon said.

Denha even created a special neon

strip around the bottom on the Antoon bed.

"It's mostly for entertainment. It glows the bed; we don't sleep with the light on, but when friends come over we show it," Antoon said.

At the back of the Ziaz showroom is a wall of sample pieces in laminates, wood veneers and acrylics. There is also a computer with a CAD program so customers can sit down with the Denhas and create their own furniture.

"It's different and they get excited about it," Denha said.

Five employees work at the factory turning out bedroom furniture in 4-6 weeks from the time of ordering or a table in three weeks. Denha said he uses only the highest quality hardware, but will use a variety of lower cost materials — such as particle board instead of plywood — to help bring down the cost of some items at a customer's request. He also advises customers on subtle ways to change a design that will bring down cost but still retain the original design concept.