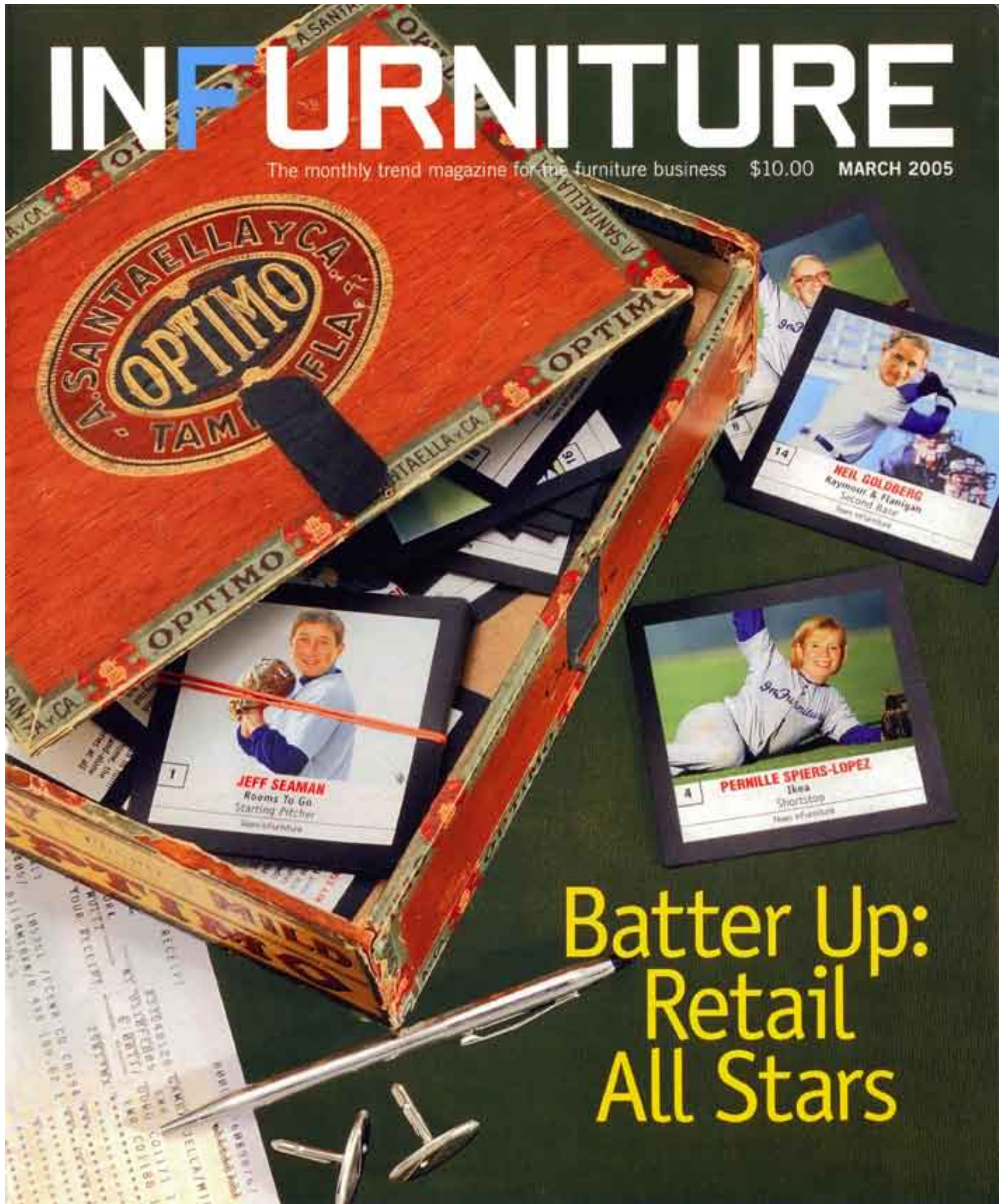


INFURNITURE

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Batter Up: Retail All Stars

Four on the Floor

Sofas that sell at HW Home

HW Home's showrooms offer the same clean, uncluttered feel as its owners' home, and that's just the look and feel Ron Werner and Jim Hering were after. The upholstery vignettes are eclectic with a mix-and-match approach to decorating with frames from one producer melding with those of another. Fabric upholstery—like other categories in the Colorado

stores—is warehoused for quick delivery.

"We definitely back up our floor with our warehouse," Werner says. "The HW Home brand is driven to represent style, quality and value, complemented with fabulous service. One of the best services we offer is instant gratification."

HW Home also gives its consumers the option to

special order any frame on its floor.

Werner describes the retailer's floors as boutiques fully accessorized with all of the accoutrements.

"We're not the hunting-and-gathering format; it's all spoon-fed," he says. "It really is how we live. It's not overdone. It's old and new and very textural."

—Sheila O'Mara

Just the Facts on HW Home

Owners: Ron Werner and Jim Hering

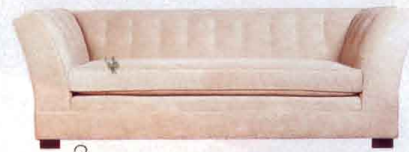
Locations: Three stores, one each located in Boulder, Colo.; the Flat Iron Crossing shopping district of Broomfield, Colo.; and Denver's Cherry Creek shopping area. The Denver store, the retailer's newest location, is 7,000 square feet, and the other two are 3,500 square feet each.

Fabric sofas: Hickory Chair, Mitchell Gold, Oly, Palecek, Vanguard, and adding Cisco this spring.

Average price point: The average is \$1,600, and the sweet spot is \$2,200. "We do really well in the \$3,000 range, too," Werner says.

Space dedicated to fabric upholstery: About three-quarters of the total retail space showcases upholstery. "There are sofas and chairs everywhere. Everything revolves around our upholstery," Werner says.

Advertising strategy: Blanketing its markets with print ads works well for HW Home in promoting its upholstery selection. The retailer relies on print ads in *The Daily Camera*, Boulder's newspaper, as well as occasionally in the *Denver Post*. The ads are backed up by advertisements in local magazines. Werner said the ads are clean and tend to spotlight upholstery. Once a year, the retailer runs a custom upholstery sale touting 25 percent off custom orders.



1 LA sectional by **MITCHELL GOLD:** \$3,150. **Why it sells:** "Sells well in any configuration because it's a lot of sectional for three grand."

2 Studio sofa by Thomas O'Brien for **HICKORY CHAIR:** \$2,810. **Why it sells:** "This is a very deep, very low, comfortable sofa. People like it because it's contemporary without being modern." **3** Stephon sofa by **MITCHELL GOLD:** \$1,795. **Why it sells:** "Stephon is very comfortable, offers a clean look and has large-scale appeal." **4** Trent sofa by **VANGUARD:** \$1,980. **Why it sells:** "Trent's updated, mid-century styling has been softened so it doesn't feel harsh. The foot is great, and the frame is incredibly versatile and looks great in anything," Werner says.

David Sumrak, director of sales and marketing for HW Home, with Tulip.



Photography by Art Silk