

FOR IMMEDIATE RELEASE

Chic On A Shoestring: How To Buy Designer Furniture For Less

Los Angeles California (PRWEB) September 6, 2006--Do you want to know how to buy architectural reproductions & originals for wholesale on the internet? We can enlighten you regarding the best sources on the web to purchase furniture at factory direct warehouse prices and tell you how to differentiate the frogs from the princes.

We know a Beverly Hills little known website that offers rock bottom prices, for high end designer goods, named Gibraltar Furniture (www.gibraltarfurniture.com).

This 90210 Internet store offers name brand furniture products, from world famous designers, for wholesale.

Consumers want stylish, cost-effective and chic design products from the Deco, Mid-Century, Pop, and Post-Modern eras. But how can a consumer buy high end product without getting ripped off? What should buyers look for to locate the good knock offs and avoid the bad, and the ugly ones?

Bauhaus is the common term for the Staatliches Bauhaus, an art and architecture school in Germany that operated from 1919 to 1933 and briefly in the United States from 1937-1938.

Bauhaus style Wassily Chair by Marcel Breuer



The name Art Deco derived from the Exposition Internationale des Arts Décoratifs et Industriels Modernes, a World's Fair held in Paris, France in 1925.

Art Deco Eileen Gray Table



20th century modern architectural furniture has inspired avante garde designers, collectors, and home owners. Are you interested in finding out the differences between high priced original furniture and a reproduction? We can advise you about all of the insider dark and dirty secrets which include price fixing, cost manipulation, and miss-information campaigns? Stay tuned and we will even name names!

Public demand for stylish designers such as Marcel Breuer, Arne Jacobson, C. R. Mackintosh, Frank Lloyd Wright, George Nelson, Eero Saarinen, Frank Ghery, Mies Van Der Rohe, Charles and Ray Eames, Le Corbusier, Eileen Gray, Poul Kjærholm, Isamu Noguchi, and Harry Bertoia is sky high. Film, print, and television life style shows on the Home Channel have all fueled a massive demand for gorgeous furniture that is both comfortable and artistic.

In the past consumers who wanted blue chip architectural furniture could only buy items from designers who worked directly with manufactures like Knoll, Herman Miller, Steelform, and Cassina. Prices from the official manufactures were stratospheric for Art Deco, Bauhaus and Mid-Century reproductions of high end furniture. The results were pricey units with costs far out of range for normal income families and collectors.

In the 1990's a major change occurred in the market place. For the first time Buyers could now purchase product from high end firms like DWR, and avoid having to hire a decorator. However, on the down side the end user still had to pay full list prices, taxes, and still had to wait several months for delivery.

Now a second revolution has occurred in the retail market place that has transformed the buying process for consumers. For the first time in history home owners and collectors are purchasing factory direct goods at wholesale prices via the web. The internet has created a reverse auction process where the consumer wins by finding the lowest price, for the highest value. This is a totally transparent process that has turned the world on end and changed the entire buyer/seller paradigm.

Many of the designs that DWR, Herman Miller and Knoll sell are now in the public domain. This includes most classic Bauhaus, Art Deco, and mid century pieces. In the past, manufactures had to pay an extra fee for the use of these designs and the artist was paid a royalty fee for each product that was produced. However many of these designs no longer require such as their copyright protection has expired.

However instead of lowering the retail price these industry leaders have opted to just hold onto their savings instead. They do this to capitalize on their gains and to assuage prior buyers that their purchases have not been devalued. So rather than decreasing the list the big players are more than happy to gouge you for even more money.

With releases from Herman Miller, Knoll, Vitra, and Cassina the consumer is lead to always pay more for the use of licensed products than a reproduction. However all of the pieces that these companies sell are duplicates of the originals as well!

We did a Goggle search for designers and we found “One company that features a wide array of discount architectural modern, high quality furniture including prices made by world famous artists. Gibraltar Furniture is one of the leaders in the world for internet modern architectural products. Gibraltar sells both original and reproduction furniture manufactured in Italy, and in Asia based on the original specifications, and offers exceptional, finest quality at popular prices.”

The Eames Lounge Chair and Ottoman is a highly prized mid century functional art piece. Eames first produced this architectural master piece as a birthday present for his best friend, noted Hollywood producer Billy Wilder. It was first unveiled on the “Today Show” and has played an important part in furniture history. This set occupies a prominent place in the hall of design fame.

We searched the internet and found that DWR retails this piece for \$3125. They offer this reproduction in a very limited range of leather choices. In comparison, we discovered that the Gibraltar release of this classic set sells for only \$1595. This collection can be ordered in a rainbow of different leather selections and also can be fabricated in COL (Customer Own Leather) or COM (Customer Own Material). This model can be ordered in Black, Bright White, Ivory, Camel, Chocolate, Ivory, Lemon, Saddle Tan, Brandywine, Cognac, and Golden tan in your choice of a walnut or a rosewood shell. These are options that Herman Miller does not even support!

Mid Century Eames Lounge Chair & Ottoman from Gibraltar furniture.



Original Herman Miller Eames Lounge Chair & Ottoman



An official Fritz Hansen Poul Kjaerholm PK24 Chaise Lounge in wicker, with a stainless steel frame, and leather roll headrest sales for \$10,858 from the manufacture. At Gibraltar we found a replica of this price for only \$1500. A prudent shopper would save \$9358 in one fell click!

Gibraltar Poul Kjaerholm PK24 Chaise Lounge for \$1500.



Fritz Hansen Poul Kjærholm PK24 Chaise Lounge sells for 10,858



Located at www.gibraltarfurniture.com (Telephone 800 416-3635), this west coast Company and has been in operation for over 50 years. Gibraltar is based in Beverly Hills, 90210, and is an insider secret for blue chip merchandise at warehouse prices. Designers like their clean, well lead out website, and say that this supplier to be an excellent resource for factory direct pricing for high end furniture.

Yahoo has this to say about Gibraltar, "This Company is wonderful, prices are unbeatable their customer service is great! They go the extra mile to please the customer. I definitely recommend this company. Another Yahoo contributor states "Best Company that we have ever found on the internet. Beats DWR by a mile! Great personal service and unbeatable prices. We would recommend this company to our friends"

Any piece you see for sale, whether it's an Eileen Gray table or a Le Corbusier chaise, is not a piece the designer ever actually touched. Sure they designed it, and even created prototypes, but times have changed and, more importantly, so have technology. What you see for sale at stores like DWR are reproductions or, as licensees and licensors like to say, "Re-editions," and, more often than not, they are revised.

LC 4 Chaise from Gibraltar for \$799:

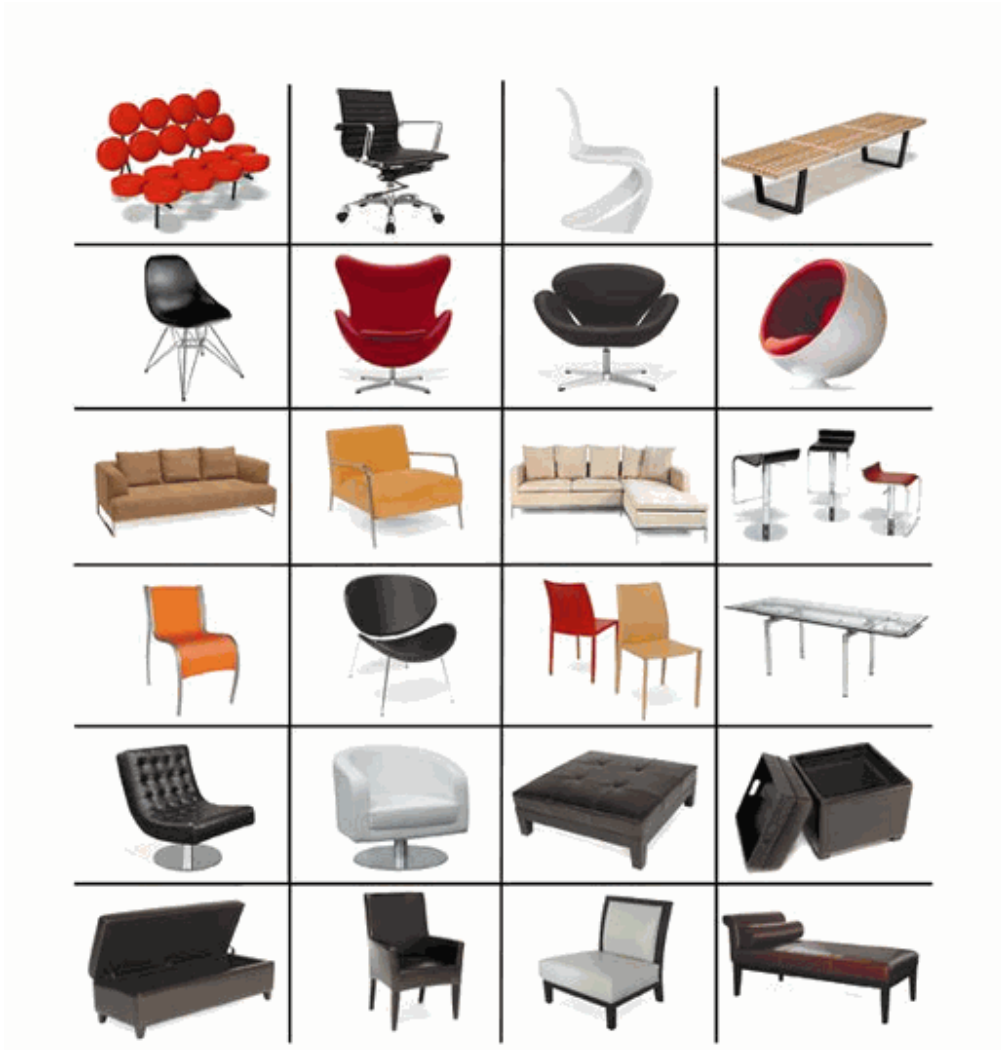


LC 4 from Cassina for \$2195:



An internet review by Designdecormodern states that Gibraltar Furniture’s “Beverly Hills store is nirvana for people who want designer furniture at wholesale. I purchased a Le Corbusier lounge reproduction for only \$799. This compares to \$2195 from companies like Hive, and DWR which sell the Cassina original. The Gibraltar LC 4 is a perfect copy, at a fraction of the list price, and saved me \$1400! My chaise arrived on a pallet that was packed like a Sherman tank. When I unpacked the pallet the piece was even better than my expectations. The leather was indeed 100% Italian and the piece is flawless! In addition to loads of high end furniture at discount prices, they will also take 5% off your purchase if you place them over the phone. They ship straight from the factory to get consumers warehouse prices. I will be defiantly shopping here again soon!”

Deco, Mid Century, Pop, & Post Modern Designs from Gibraltar



Gibraltar also discounts the entire line of products from Blu Dot, Emeco, Gordon International, Modern Outdoor, Serralunga, Compar, Dare Décor, David Edwards, .Fabulox, Color & Life, Firefarm, Girari, Gray, Havaseat Chairs, Innovation, IQMatics, Janke, Jet Age, Kenshoma, Lunar Lounge, Malik, Modern Outdoor, Offi, Oeuf, OFM, Ogus Design, The Phillips Collection, Studio4LA, Touch Design, Trevi Outdoor, Veneman, Zuo, and 100Times Better among others.

All in all, savvy consumers should look for factory direct, wholesale prices, instead of the top dollar retail price that old line brick and mortar stores charge. Then just sit back and you can laugh all the way to the bank!

Gibraltar also can fabricate custom orders as well.

For additional information on the news that is the subject of this release contact Bradley Friedman, director of Public Relations at acmetoys@yahoo.com

Images for all products can be obtained at www.gibralfurniture.com

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