

## Modernism for the Masses-How To Buy Le Corbusier Furniture For Wholesale On The Internet

Los Angeles, CA (PRWEB) September 26, 2006 ...A major new wrinkle has occurred in the pricy world of high end designer furniture. New Internet direct marketers are giving old line brick and mortar stores a run for their money on all of the best know brands and lines. Consumers are ending up winners and shoppers are saving huge amounts by using the web in usual ways.

For example Le Corbusier was a Swiss architect, designer, and a world famous artist. He is a legendary for his contributions to what is now called modernism, or the International Style. We assembled a team of experts in the field to see if our panel could tell the difference between a Le Corbusier \$5865 Cassina 3 seat sofa we located at DWR, and a \$1595 reproduction we sourced on the Internet. You will be surprised what we discovered in our blind test. Plus we found a revolutionary change in the direct to consumer wholesale model that will forever change the market place.

Le Corbusier began experimenting with furniture in 1928 after inviting his architect friend Charlotte Perriand to join his studio. The first results of their collaboration were three chrome-plated tubular steel chairs designed for two of his projects, The [Maison La Roche house](#) in Paris and a pavilion for Henry and Barbara Church. The line of furniture was expanded for Le Corbusier's [1929 Salon d'Automne](#) installation *Equipment for the Home*.

We can tell you how to differentiate the frogs from the princes and how to save a small fortune on your purchases. Here are the secrets to wholesale shopping on the internet and how to buy Le Corbusier furniture for cost on the internet.

The master of modernism created a series of stools, chairs, love-seats, sofas, lounges, coffee tables, and dining tables that look as contemporary now as the day they were introduced. All of these pieces feature a gleaming exo-skeletons of highly polished metal that encases the interior. Black steel frames, chrome legs, slabs of glass, leather, and stainless steel are the dominant themes in all of this furniture.

In the past consumers who wanted blue chip architectural furniture could only buy product 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 furniture 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 price, 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 its end and changed the buyer/seller paradigm.

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

Located at [www.gibraltarfurniture.com](http://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 weapon for blue chip merchandise at warehouse prices... We have found this supplier to be an excellent resource for factory direct pricing for high end furniture.

20th century modern architectural furniture has inspired a lot of avante garde designers, collectors, and home owner’s Public demand for stylish designers such as Le Corbusier, Mies Van Der Rohe, Eileen Gray, Noguchi, and Harry Bertoia is sky high. Film, print, and television life style shows on the Home Channel have all fueled a major demand for stylish product that is both cost effective and chic. But how can a consumer buy high end product without getting ripped off? What should consumers look for to secure the good knock offs and avoid the bad, and the ugly ones?

With releases from Herman Miller, Knoll, Vitra, and Cassina the consumer is often lead to pay more for the use of licensed products than a reproduction, which adds to the price of each piece. Moreover all of the pieces that these companies sell are duplicates of the originals as well.

Cassina is the only licensed manufacturer of the Le Corbusier line. However they have some pretty impressive competition. There are three serious contenders to consider here: Gibraltar, (distributed from CA, USA), Steelform, (made and distributed in Italy - not legally available in the US as of the beginning of 2006), and Casina (distributed by many retailers)

On the internet you will find a plethora of really bad Le Corbusier knocks offs. They sell for a very low price. But buyers beware, as you really get what you pay for on the web.

Here is a check list of quality control items to seek out when buying Le Corbusier furniture:

- ✓ Curved arm radius that are accurately produced by hand according to original specifications.
- ✓ Welds that are ground smooth and polished prior to plating.
- ✓ Double webbing construction which creates better support and resists stretching. On cheaper model the thin spring support system will sag over time.
- ✓ Multi-density composite foam and Dacron cushioning. This offers greater comfort, support and durability. Single density foam cushion will not retain shape, and does not provide a high level of comfort.
- ✓ Double pin construction which insures durability over time.

And here is what to avoid on any Le Corbusier furniture:

- ✓ Arm frame radius not made to original specifications.
- ✓ Thin springs supporting seat cushion.
- ✓ Single density foam cushions.
- ✓ Poorly welded frames.

For example, here is an instance of a very poor Le Corbusier copy. Note that this model spotlights a bad polish job, jagged cushions, patchy sewing, and exposed metal parts. The pads are rock hard and the result is a very poor seating experience.

*"Poor Le Corbusier copy" This repo model spotlights a bad polish job, jagged cushions, patchy sewing, and exposed metal parts.*



*"Bad knock off" This knock off features tubes that are not based on the original specifications and some pieces are even missing from the official design such as the back support framework*



Don't be confused by the original vs. reproduction issue that some manufactures raise. This is a total red herring issue. 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 are reproductions or, as licensees and licensors like to say, "Re-editions," and, more often than not, they are revised.

Moreover many of the designs that Cassina, 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 fee for each product that was produced. However many of these designs no longer require such as their copyright protection has expired.

Although Casina makes an indisputably beautiful product many of the reproductions in the market place are really quite excellent at a fraction of the price. For instance Gibraltar offers a Le Corbusier Grande Confort Petit 3 seat sofa \$1595. At DWR the same piece from the Casina line is \$5,865

We set up a blind seating test and invited experts in the design, architecture, and education field to test drive various models. We found that Gibraltar offers a Le Corbusier Grande Confort Petit 3 seat sofa \$1595. At DWR the same piece from the Casina line is \$5,865. We covered up all of the brand names and recorded their reactions.

From a purely subjective perspective, our reviewers preferred the firmer seat of the Gibraltar model over the softer seat of the Cassina. One UCLA educator commented, “That one would have to be quite a fanatic to notice, or indeed to care, about the variation between the Cassina version and the Gibraltar edition when you figure in the \$4270 price point difference!”

We then moved on to a test comparison on the LC2A Le Corbusier Petit Club Chair that runs \$795 at Gibraltar Furniture. The Cassina version of this model sells for \$2,695. A design professor opined, “What do you get extra from the "official" vendor- a certificate of authenticity. So, if this is what's important to you, go for it!” But you should be ready to pay about \$1900 more for this privilege.

*"LC2A Le Corbusier Petit Club Chair " The Cassina version of the LC2A Le Corbusier Petit Club Chair sells for \$2,695. Gibraltar sells this model for \$795.*



We next lead our panel into a room where we had two side by side Le Corbusier L-6 dining tables displayed. This magnificent unit is engineered using a thick elliptical tube steel frame. We found that DWR sells the LC-6 for \$1690 and Gibraltar offers the same model for only \$ 1,195.

Our review team looked at the units inside and out, and noted that biggest difference was that the Cassina model had its brand name stamped on the product and the Gibraltar version did not.

*"L-6 Dining table designed by Le Corbusier" DWR sells the LC-6 for \$1690. We found the same model for only \$1195.*



Design Décor Modern media 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!”

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”



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. Search for an outlet that doesn't charge tax, and does provide a warranty, and customer support. In the end only you and your bankbook really need to know how much money you saved by going factory direct to an internet wholesaler. Then you too can laugh all the way to the bank.

For additional information on the news that is the subject of this release contact Bradley Friedman, director of Pubic Relations at [acmetoys@yahoo.com](mailto:acmetoys@yahoo.com)

Images for all products can be obtained at [www.gibraltarfurniture.com](http://www.gibraltarfurniture.com)

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