

INFURNITURE

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Councill

Modern masters of fine furnishings.

Four on the Floor

Top-Selling Upholstered Chairs at Bograd's

► So say Bograd's Fine Furniture is a staple of the northern New Jersey retail scene is an understatement. After more than 75 years of selling fine furniture, Bograd's store, and the Bograds themselves, are legend. At a time when many high-end furniture stores are struggling, Bograd's has established a thriving business through the use of a now-rare trifecta: impeccable taste, strong long-

term relationships and personal service. Owner Joe Bograd says its customer-centric approach is a major part of the retailer's long successful track record. Maintaining a stringent one-price strategy keeps the relationship between customer and retailer about the product and the experience, not about the dollars. And a near-perfect location off Interstate 287

helps as well, with two exits practically dropping customers right at Bograd's doorstep. The freeway allows easy access for Bograd's customer base in the well-heeled counties surrounding Manhattan in New Jersey and New York. Joe selected the four top-selling upholstered chairs for us here, one of the most popular categories at Bograd's. —Margaret Talley-Sejka

Just the Facts on Bograd's Fine Furniture

Owners: Joe Bograd, while still deeply involved with the family business he headed up for 35 years, and his wife, and "accessory buyer extraordinaire" Marcia, are enjoying the fruits of their labor and traveling more. Joe has passed the baton to their son, Mark, a former museum curator, who is now the chief buyer at Bograd's.

Location: 81 Hamburg Turnpike, Riverdale, N.J., just off the Interstate 287 loop.

Ad Strategy: Bograd's advertises regularly in *The New York Times*, and through MediaMax (a Condé Nast group) with ads in consumer publications such as *Architectural Digest*, *House & Garden* and *Bon Appetit*. Also, the Bograd family puts out Joe magazine, a glossy high-end magazine full of design and furniture articles penned by the Bograds themselves and home decor personalities. One important element of Bograd's ad strategy is what they don't do: "The only time we advertise non-institutionally is when we have a major clearance sale, which is every five years or so," says Joe. "We try not to use broadcast media...and we almost never advertise brands."

Brands: "As far as we are concerned there's only one brand in this store and that's Bograd's. We carry a lot of product that most other people don't carry," says Joe, including several European lines amongst well-known brands such as Stickley and Hickory Chair. "We try to buy brands that offer good quality, good design and reasonable distribution since we don't meet prices," says Joe.

● **Stickley, Leopold's Chair.** **Why it sells:** "It's unusual, attractive and comfortable." Average price at Bograd's: \$1,973.

● **EJ Victor, French Bergère #255-31.** **Why it sells:** "It's just a great looking chair with a terrific fabric and finish. We know that fabric is what sells upholstered furniture." Average price at Bograd's: \$2,231.

● **Southwood, Lounge Chair #746.** **Why it sells:** "It's a piece for almost everybody and it's extraordinarily comfortable. What differentiates this chair from others is its more stylish base." Average price at Bograd's: \$2,065.



4 **Councill, the Rivoli chair.** **Why it sells:** "We've been running this chair in our ads for many years and it is consistently popular, especially in the rose velvet," which Councill resurrected specifically for Bograd's. Average price at Bograd's: \$2,047.

As seen in *INFURNITURE* magazine.