



FURNITURE

They Changed How We Buy Furniture

On their company's 25th anniversary, we check in with Mitchell Gold and Bob Williams.

"It used to take an average of 12 to 26 weeks after ordering to get your furniture delivered, and we felt that there had to be a better way. From the start, we decided to inventory every fabric offered in the line, and we still stock every fabric and leather. That way we can fill orders as quickly as possible, so customers can have a piece in their home in a few weeks instead of a few months. Now we also keep all the upholstery you see in our signature stores in stock,

which allows for even faster delivery." —BW
 "When we started, we read an article about how the ozone layer was deteriorating and how the furniture business was one of the worst culprits, largely because of the foam and wood that was used. We decided that we had to figure out how to be good stewards of the environment. Quite serendipitously, we found a company that had just come out with a new kind of foam that did

not emit CFCs. Then we found wood that was made from quick-regrowth forests. Today, we take a holistic approach to everything, from our materials to how we use our lights." —MG
 "A good sofa is all about the seat. Is it high-density poly or less expensive foam filled with air and sand? An inexpensive foam cushion may look nice in the store, but it will not hold up. A high-density poly cushion has denser material and micro

Bob Williams (left) and Mitchell Gold in their North Carolina factory. Three signature designs, from left: the Dr. Pitt sectional, 2004; Too Sexy Sadie chair, 2008; and Gloria chair, 1996.

air bubbles, both of which give you a smoother seat for many years to come." —BW
 "Always shake the frame! If it seems loose, it's not good. Feel the arms. They should be well padded and sturdy. Then, of course, sit on it... is it comfortable?" —MG

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