

west elm

INTRODUCING ONE OF THE
NEW KIDS ON THE BLOCK

Store manager: Chelene Robinson

Opened: March 2009

Location: Scottsdale Quarter, 15279 N. Scottsdale Road, #124, Scottsdale

Hours: Monday through Saturday, 11 a.m.-8 p.m.; Sunday, noon-6 p.m.

Phone: (480) 948-3722

Web site: westelm.com

History: A sister store to Williams-Sonoma Inc., west elm began its catalog-only business in 2002, offering modern, loft-style furnishings and accessories. After repeated requests by designers and customers to see the company's product in a store setting, the first retail location opened in 2004. Today there are 36 west elm stores.

Philosophy: "We offer affordable solutions for modern-day living," says Robinson. Furniture and accessories combine ethnic touches with natural materials that appeal to those who love Modern design. "Many of our products are suitable for small, urban spaces, but they also can be incorporated with more traditional pieces," notes Robinson. "We believe that great design should be accessible and fun." Fun indeed: The store is dog-friendly and even provides water for your thirsty pooch.

What's in store: If you're looking for design inspiration, you'll find room vignettes—changed each season—that are decked out with everything from flooring, bedding and draperies, to dinnerware, pendant lighting and picture groupings; all are accessorized to the hilt. You can shop for beds, sofas, chairs, desks, dining tables, outdoor furniture (when in season), as well as eco-friendly items, including recycled glassware and organic textiles. In-store services include virtual on-screen space-planning, and same-day availability for most products.

Don't miss: The Tillary sofa (the store's best seller), the organic bedding line (Robinson says the fabric just gets softer every time it's washed), and the funky coconut pendants.



Fun finds at west elm include the weather-friendly Wood-Slat Dining Collection and vibrant outdoor cushions (above); a birch and steel Wrap Dining Chair (right); and this sleek Martini Side Table (below), which is constructed of recyclable aluminum.

