

Seasonal Concepts to open online store

SEASONAL CONCEPTS will expand its brand beyond its physical store locations scattered throughout the Midwest by launching an online Seasonal Home Concepts store at www.seasonal-HOMEconcepts.com.

The Seasonal Home Concepts online store will feature high-style outdoor living and indoor décor for all seasons. It also will continue Seasonal Concepts' tradition of providing the widest selection of Christmas trees and holiday items.

"Online shopping, particularly for the home, has gone from being a trend to a lifestyle," said Marc Acord, owner and managing partner of Seasonal Concepts. "At Seasonal Concepts we want to make it more convenient for our customers to shop with us — either at our retail stores or via the Seasonal Home Concepts' Web site. Our Web business will give us the opportunity to offer a more robust inventory of products and styles than what our physical locations allow.

"Our new online store is an easily accessible destination for both our long-time brick-and-mortar customers and those who are discovering us for the first time," Acord said.

M&J Seasonal Concepts, a Missouri-based limited liability corporation, acquired Seasonal Concepts in 2007. In addition to the online home store, there are three store locations in St. Louis, Kansas City and Tulsa, Okla.

Established in 1962, Seasonal Concepts has long been known for its retail versatility — from decorating the patio and deck to trimming the home for the holidays. The new online home store will feature furniture items as well as accent pieces for decks, poolside, sunrooms, indoor and outdoor patios, porches, home interiors and more. For the exterior of the home, customers will find a variety of outdoor living essentials, including fire pits, outdoor candles, patio heaters and much more.

Designer Wicker partners

DESIGNER WICKER and Rattan has become the North American representative of Asian manufacturer Sequino, which will make its U.S. debut at the High Point Market.

Designer Wicker and Rattan President Trifu Boronka "thinks the relationship between the two companies is a great fit," his assistant Georgette Miloje said. "We already have been making some of our designs in their factory and the opportunity to combine allows them a chance to expand their business in North America and to build their brand here."

Miloje added Boronka's reputation for quality and his sense of styles that appeal to American consumers will help ease Sequino's entry into the marketplace.

"This allows us to offer more designs, especially more contemporary designs to our U.S. customers," he said. "The ability to work this closely with them will allow us to create even better product together."



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Sequino Fio line to debut at the High Point Market