

Flooring News

[Home](#) : : [Articles](#) : [Send to Friend](#)

 [printer friendly format](#) [email page](#)

Issue Date: FCW Global April 2012, Posted On: 4/17/2012

Anderson opens China concept store

[Shanghai] Anderson Hardwood Floors opened a new concept store in Shanghai that will feature all U.S.-made products.

The goal, said Anderson Hardwood CEO Don Finkell, is, "to figure out what the Chinese consumer is buying and to embrace and establish relationships with China's emerging designer market."

Anderson first jumped into the fray through a joint venture with one of China's manufacturing and retailing companies, PowerDekor. In fact, the PowerDekor showroom, which features Anderson's Chinese-made products, is directly across the hall in Shanghai's Red Star Macalene Center, essentially a mall for interior design and home furnishings products. The Anderson showroom is an exemption from that joint venture that Finkell says will benefit both organizations.

Centered around three American lifestyles — New York City for an urban feel, Miami's sand and sea theme and Aspen for recreation from golf to rustic lodge — the showroom is designed to be interactive and to give designers the opportunity to create and display their own unique design boards.

Four years in the making, the showroom gives Anderson a glimpse into typical Chinese buying and shopping behavior. "We want to learn how to sell better quality goods and to understand the Chinese customer," explained Finkell, pointing out some notable differences in China. For example, store employees are typically in uniform, men are often involved in the decision-making process and the Chinese have an affinity for American-made products and brands.

Showroom designer Joe Tice said, "The Chinese need help in visualizing their space and this puts it all in a room setting that might help them feel inspired."

As part of its promotional efforts, Anderson has also hired designer Sandra Espinet to serve as a spokesperson. Espinet will travel and meet with Chinese designers to educate them on American style and trends.

Anderson is considering the idea of adding one more lifestyle offering — California.