



For that Personal Touch

IT'S EASY TO GET LOST in a sea of furniture at a cavernous, big-box furniture store. It's also hard to assess the scale of a piece and how it will fit into your home. The good news is: you can skip the frustration. Make it easy on yourself with a visit to the warm and welcoming environment of Northwestern Home Furnishings – Grand Rapids' oldest family-owned furniture store. Its cozy, comfortable surroundings offer beautiful room vignettes that make you want to sit down and linger. Ownership has transitioned to the family's third generation, and husband-and-wife team Amy and Scott Howard proudly continue the tradition of providing fine furniture and personal service that was established by Amy's grandparents nearly 75 years ago.

BY J. STAPLETON-BURCH

GR Home Showcase: **Northwestern Furniture****NORTHWESTERN HOME FURNISHINGS**

Scott and Amy Howard, Owners/
Sales & Design
637 Leonard Street, NW
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nwhomefurnishings.com

Credentials: Over the course of its 75-year history, the family-owned Northwestern Home Furnishings has continued to offer top-quality furniture selections and exceptional customer service to its clientele from its founding site at 637 Leonard Street, NW. Continually evolving to represent the finest selection of home furnishings in the latest designer trends, along with distinctive interior design services, Northwestern Home Furnishings has garnered the distinction of being voted among the “Best of” in furniture stores from readers of Grand Rapids Magazine. They offer a variety of furniture styles to match every customer’s needs and preferences

Inspiration: “We pride ourselves on staying current with the latest trends in the furniture and design industries and in keeping our showroom up-to-date,” Amy said. “Being part of a family-owned business, we’ve been able to create history and friendships with our customers and have built lasting relationships with many generations of furniture buyers.”

What’s New? “We recently renovated our second floor to feature an area dedicated to youth furniture in our Young America Signature Shop.”



Still in its original Leonard Street location on our city’s northwest side, Northwestern Home Furnishings continues to be one of GR’s favorite furniture stores, partly because they have evolved over the years to stay current with the industry and trends of the times, but also because of their unwavering commitment to customer service. It’s a priority reflected in their knowledgeable and creative design staff, who can take your room from loose idea to spectacular completion. “We can help with everything from beginning to end, and we continue to provide customer service after the sale,” Amy said. “We make it easy for you to shop.” With

free in-home design services, they can assist with everything from room layout and color schemes to furniture selection, placement and finishing touches, whether your project is a single room or the whole house.

If your plans include creating special spaces for children, Northwestern Home Furnishings is a can’t-miss stop. As part of their continuing evolution, they have created a special space on the second floor that houses their Young America Signature Shop, which is solely dedicated to a wide collection of fun and festive youth furniture. Kids will get a thrill out of creating their own special furniture pieces on the store’s automated

program. It provides a visual representation of your specific furniture selection virtually projected onscreen in your choice of colors and finishes. You can literally browse for that look you’re going for with just a simple click of the mouse. Even more fun is perusing their various room setups for a full dimensional experience that makes you want to move right in!

That same vibe is felt throughout the tastefully decorated showroom. “We have changed with the times,” Amy noted. “We stay in touch with current trends and we’re trending a little more modern, but we have a wide variety that offers something for

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every taste, from traditional to casual and contemporary.” Stanley, Bernhardt Interiors, Smith Brothers, Thomasville and the Paula Deen Collection are just a few examples of the top quality furniture lines you’ll find at Northwestern. You can even custom design your own dinette, selecting from a variety of finishes, tabletop dimensions and legs to create a piece that is uniquely you.

In addition to the showroom’s fun, casual atmosphere, Northwestern Home Furnishings also offers a wide variety of home accessories that help complete a room, from wall art and lamps to area rugs and design accents that lend that certain something special to a room. Amy summed it up: “Customers can literally walk in with an idea and walk out with their whole room completed.”

Northwestern Home Furnishings is open 9 a.m. to 8 p.m. Mon., Wed. & Fri., 9 a.m. to 6 p.m. Tues & Thurs, and from 9 a.m. to 5 p.m. on Saturday.

