





### A CHAT WITH WARREN KORBLUM, CSO, ROOMS TO GO

First the beauty, now the beast! Actually, Warren Kornblum, Rooms to Go's strategist and head of their marketing team, is a doll, and values his company's partnership with Cindy Crawford. "The ownership of the designs goes back to Cindy. She inspired it all and approves of every piece. She's a true partner."

While Rooms to Go is the number one retailer of her line, their stores are in only nine states at this time. With soaring sales numbers in the United States and internationally, that fact led to the decision to allow the Rooms to Go/Cindy Crawford branding to be extended into other stores that are also the best in their class in their specific locations, giving the line a higher national profile.

Rooms to Go has strong Florida roots, having incorporated in the state in 1990. Their real estate strategists study every market to spot logical growth markets, and a Wellington lo-

cation was a given in their expansion plans. "We go where the people are, and they certainly are here!" Kornblum laughed.

The company slogan "Buy a piece, save a little. Buy the room, save a lot!" was the backbone of the store's philosophy, as pronounced by Jeffrey Seaman, son of Morty Seaman, owner of the popular Northeastern furniture chain, Seaman's Home Furnishings, before they were bought out in 1988. Affordable locations and an environment that promoted a "good life" brought the fledgling retailer to establish its first store in Tampa in 1991. Good value, a light and bright showroom, sales people who shun the "shark attack" often found in retail establishments when first entering the doors, and rooms that are already put together and ready to go set Rooms to Go apart from any other furnishings retailers. The Florida lifestyle of its snowbirds did not lend itself to a season spent shopping for furniture. The retirees wanted to buy their condo, fill it up with furniture and accessories, and head to the pool or golf course within a week of crossing the border!

With a background in branding, Kornblum recognized the "seamless and appetizing" link between Cindy Crawford and the proposal of her line of furniture. "We needed to be sure that the brand was represented well, he remarked, "And we certainly got the ideal person to forge a relationship with in Cindy Crawford." ■



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