

young professionals in a contemporary but conservative way.

Two specialty retailers have dominated the trade press news over the last two years they are: Conrans and Ikea.

Conrans, the US subsidiary of the UK based giant Habitat Mothercare Group (recently merged with the English Burtons group) is a specialty retailer operating 10 stores in the New York and surrounding area. This year a store was added in New Haven, Connecticut. Habitat the parent operation built its business on KD and attractive home accessories in the sixties. The Conrans' stores continue the tradition. Approximately \$20 million of Conrans sales are of furniture and about sixty percent of that is KD. Smaller items are handled as cash and carry while larger furniture items must be ordered from floor samples and are generally available for delivery or pick-up in 4 to 6 weeks. All furniture purchases can be picked up from the store or warehouse at a substantial saving over delivered prices. All KD items are sold disassembled.

Conrans have a specific crisp clean image and are backed in the UK by a large design team (several hundred designers). The company is often hard to please and it is not easy to be selected as a supplier. However if a good working relationship is established it will be profitable and long lasting for the supplier. Conrans has just moved its head office from New Rochelle New York, to New York City.