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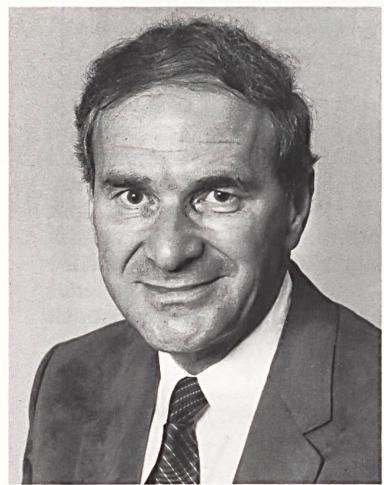
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From the core of the Big Apple, seeds of inventiveness have been fertilizing the field of retail merchandising for many years. Lifestyle displays and correlated product arrays, shops-in-the-shop and shoppers' malls are some of the concepts which all originated within Manhattan's golden square mile and greatly influenced product display internationally. When they planned their new Manhattan branch, the latest newcomers to the city's department store scene set out to revolutionize the display of carpets, introducing some novel merchandising aids.

# **Einstein Moomjy** **The Carpet Department Store®**

For the twin brothers Ted and Ernst Einstein, the opening of their fifth store at a prime Midtown location on October 8, 1980 signified the culmination of 25 years' successful carpet retailing. Along the way they had joined forces with another pair of brothers, Albert and Walter Moomjy. Believing in establishing a strong foundation, they grew very slowly, opening one by one four Carpet Department Stores, all located in metropolitan New Jersey. With their newest Manhattan branch now fully operative, the company aims at 20 million dollars turnover this year.



Theodore Einstein

**“** We have been working with our Swiss suppliers Tisca/Tiara since 1973. I think they understand the taste level of the affluent customer. They have developed many looks, such as their "Quadro" and "Piazza" designs, which have been very innovative and which have become almost classics in contemporary design. Tisca/Tiara's quality control is excellent. We had virtually no complaints over the many years. **”**

## Custom-designed displays

At 150 East 58th Street, just a few steps from New York's famous Bloomingdale store ("Now there's a Moomies down the block from Bloomies"), architects Gwathmey-Siegel – in nine months hard work and at renovation costs totalling over one million dollars – created from an awkward three-level space in an undistinguished building a striking 12,000-sq.ft. carpet showcase designed to fit the requirements of the merchandise. Each major product group has its own floor: area rugs on the ground floor, broadlooms on the mezzanine and Orientals on the lower level. Some prime space was sacrificed to shape a seductive entrance. Together with the 35-ft. window grid, which replaces a former conventional facade, it offers high visibility from the street and quite naturally guides passers-by into the store.

On the main floor the multiplex display system for area rugs is caught within its own architectural frame: a black wall. Black, which tends to intensify carpet colours, was also chosen for the counters, binders and waterfalls. Wood floors, left deliberately bare as a neutral background, make people want to see a carpet put down.

Most carpet stores show broadlooms in a flood of vertical waterfalls which inefficiently occupy vast spaces. Out of the necessity to display some 3000 carpet samples in a rather confined area on the mezzanine, Einstein Moomjy developed a lateral "waterfall" system with a removable loose-leaf spine that may well revolutionize broadloom display at retail level. Directly below, correlated samples are hung on simple hangers. They can be easily removed for viewing on the floor or matching with other patterns. Thus, the top samples at eyelevel serve more as a panorama display that is not only less space consuming but also more comfortable to customers. There are a few conventional waterfalls set up as a changing display to highlight certain products.

As opposed to the broadloom department, the Oriental department on the lower level projects quite a different mood. Designed in the style of an old-fashioned bazaar with carpets stacked, rolled or hung at random, it features large open floor spaces to spread rugs for viewing and quartz lights to simulate daylight.



The Broadloom Department – featuring lateral and vertical waterfall displays.

Photos: Contract Magazine, New York  
Ads: Grossman Yustein Clowes Inc., New York



### Changing trends

The residential market absorbs the bulk of Einstein Moomjy's carpet sales. Contract business only accounts for about 6% of their total turnover. While plain Saxony's are still the most popular wall-to-wall carpets in America, Ted Einstein believes that the trend today in solid-coloured carpets is towards more refined surfaces and shorter pile heights, regardless of fibre and texture. "The time is past when carpets could be sold strictly on the weight/price formula. The consumer of the 80s is becoming more determined to assert his individuality. Since everybody has a different lifestyle, we have to offer wider choices."

The firm's broadloom department carries more than 130 lines in different colourways, some of which comprising as many as 50 different shades. Although the American carpet industry in terms of numbers is by far the biggest in the world, Ted Einstein feels that there is only a limited attempt on the part of the American manufacturers to reach the more affluent, esthetically concerned consumer segment. For this reason about 40% of the broadloom lines are imported, among them some very successful Berbers from Tisca/Tiara of Switzerland.



△ A 35-ft. window grid provides high visibility from the street and natural light for the basement.

◀ Orientals are shown bazaar-style.

## OPEN A SWISS BERBER ACCOUNT.



Make a minimum deposit of just \$21.99 a sq. yd. and we guarantee you'll be satisfied.

For this is no ordinary run of the mill Berber.

It could sell for almost twice as much, but we usually do less \$38.99 a sq. yd., not including padding and installation.

It comes from a country known for its high standard of quality: Switzerland. While of wool comes from a country known for its high standard of sheep: New Zealand.

And as befit a Berber from Switzerland, it's extremely neutral. In classic, it's extremely neutral. It looks like a neutral which looks a little like a tight perm, is neither here (flat and boring) nor there (bright and high and low). So it's nondirectional enough to be at home here (traditional) and

there (contemporary) or here (townhouse) and there (country home).

It's available in 12 ft.

width and in a wide choice of three colors. No kidding.

The colors (brown, oatmeal and white) are designed to cover the whole spectrum.

Take our white, please.

Clear and uncomplicated (look

more like this) this price.

It isn't often you find a

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