

# Meeting Swiss carpet friends

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Objektyp: **Article**

Zeitschrift: **Textiles suisses - Intérieur**

Band (Jahr): **- (1983)**

Heft 2

PDF erstellt am: **03.06.2024**

Persistenter Link: <https://doi.org/10.5169/seals-794306>

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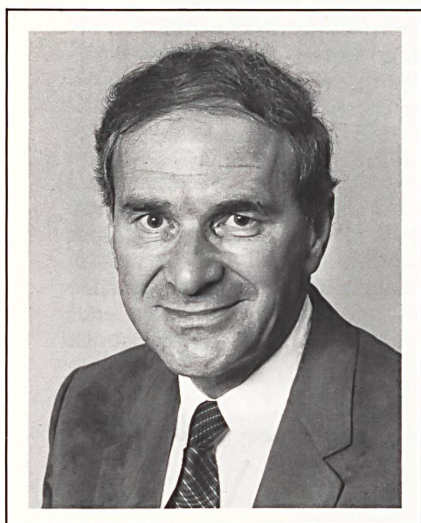
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From the core of the Big Apple, seeds of inventiveness have been fertilizing the field of retail merchandising for many years. Lifestyle displays and correlated product arrays, shops-in-the-shop and shoppers' malls are some of the concepts which all 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: Drossman 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.



Besides the trend towards surface refinement in solid-coloured carpets, faux-uni designs are gaining in popularity. One of the firm's current bestsellers is a pin-dot tone-on-tone pattern which camouflages footmarks and soil. Hydra shift geometric designs are catching on in the commercial section and for certain residential rooms. As Ted Einstein puts it: "The old barriers are breaking down. Some textures which used to be for commercial use only are finding their way into some of our finest homes while the new fine gauge residential carpets are increasingly being used in corporate settings." On fibre choice, the advanced generation of polyamides continues to be strong in domestic products whereas wool is still very much in demand for higher end qualities such as Berbers, custom broadloom and area rugs.

### Creative merchandising

Einstein Moomjy owe much of their success to a well defined merchandising formula comprising four major components:

- A store assortment reflecting consumers' purchase-determining priorities.
- An advertising campaign building traffic and an identity.
- A store layout and display bearing out messages projected in advertising.
- A sales staff training in carpet expertise, including home decorating and fashions.

According to Ted Einstein, texture ranks first among the carpet purchase determinants, followed by colour, price and fibre. His broadloom department translates this priority into a series of separate "texture shops" which provide a sense of privacy and optimize customers' exposure to different looks. Einstein Moomjy's advertising has a refreshing personal tone ("I can get it for you retail"). It makes their stores and merchandise appealing and gives them a particular identity of their own: a nice place to do business. Ads such as "A Swiss Berber you can't be neutral about" or "Open a Swiss Berber account" helped to build up traffic and contributed to the firm's image as people who know the ins and outs of international rug buying. Store display follows through on the projected image. The Carpet Department Store is an active laboratory where customers can concentrate on and experiment with carpet textures and colours in tastefully appointed surroundings, assisted by a sales staff able to discuss the esthetic value of the merchandise and not just price.

Beatrice Feisst

## OPEN A SWISS BERBER ACCOUNT.



Make a minimum deposit of just \$21.99 a sq. yd. and we guarantee you'll get plenty of interest. For this is no ordinary run of the mill Berber. It could sell for almost twice the price. Which it usually does: \$38.99 a sq. yd., not including padding and installation. It comes from a country known for its high standard of quality, Switzerland. While its wool comes from a country known for its high standard of sheep, New Zealand. And as befits a Berber from Switzerland, it's perfectly neutral. Its clean, crisp texture, which looks a little like a tight perm, is neither here (flat and boring) nor there (uneven—high and low). So it's non-directional enough to be at home here (traditional) and there (contemporary) or here (townhouse) and there (country home). It comes in a 13'2" width and in a wide choice of three colors. No kidding. The colors (bran, oatmeal and white) are neutral enough to cover the whole spectrum. Take our white, please. Clear and uncomplicated (look ma, no flecks) it's practically pure as the driven snow. It isn't often you find a white like this at this price. But then it isn't often you find carpet like this at this price. It is often, however, that you find carpet like this at Einstein Moomjy, where you'll find a lot of interesting places to bury your money. So hurry over to the Berber Shop at Einstein Moomjy. Before this offer reaches to day of withdrawal.

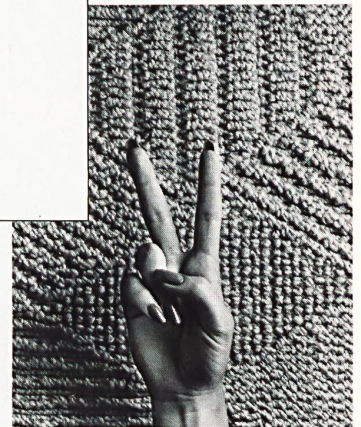
**Einstein Moomjy**  
The Carpet Department Store®

IN NEW YORK: 100 EAST 58TH ST., 2ND FLOOR, LEXINGTON & 3RD AVENUES AND BLDG., (212) 758-0900. STORE OPEN 9:30 AM TO 6:30 PM INCL. SAT. MON. & THURS. TILL 9 PM. IN NEW JERSEY: PARAMUS, 128 ROUTE 27 (201) 265-1000 N. PLAINFIELD, 804 ROUTE 27 (201) 775-6800 WHIPPANY, 100 ROUTE 30 (201) 887-3600 LAWRENCEVILLE, 2001 BRUNSWICK PIKE (ALT. U.S. 1) (800) 883-0700. ALL N.J. STORES OPEN DAILY TO 9 PM. SAT. TO 8 PM. WE ACCEPT VISA, MASTERCARD AND AMERICAN EXPRESS.

**"I CAN GET IT FOR YOU RETAIL."**  
—T. Einstein

I can give you that old soft lace.  
Recall:  
In wool. With a series of small motifs, snowflakes falling on a field of lattice.  
Recall:  
From the finest backgrounds, two (white and color).  
With matching borders. And without.  
Recall:  
As a wall to wall. Or an area rug.  
Recall:  
In fact, I can get you a lot of carpet you never thought you could get retail.  
Recall:  
Not because I'm an Einstein but because I'm an Einstein Moomjy. And I not only know how to sell, I know how to buy. So I can get you prices you wouldn't get called wholesale.  
Recall:  
**Einstein Moomjy**  
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## A SWISS BERBER YOU WON'T BE NEUTRAL ABOUT.

Either you'll love it. Or you'll love it. For this Berber is from a country where the texture of life is perhaps a little finer. As is the texture of Berber. A crisp flat weave with a not so mummy frish, it's at home in any chateau, traditional or contemporary, from Geneva (Switzerland) to Geneva (New York). But don't think that because it's delicate it's not durable. Its wool comes from tough, strong sheep who've been sking the Alps all their lives: the New Zealand Alps. It's available in a wide (13'5") choice

of one color: a natural, unbleached off-white. And two weaves. One is a (bas) relief design. Two is a great plain. Each can create a border effect either as a wall to wall or an area rug. At \$59.99 a sq. yd. not including padding and installation (was \$89.99), you don't need a Swiss banker to buy this Berber. You do need an Einstein Moomjy, however. Where you'll find pure wool Berbers from all over, all under. Sale priced at \$19.99 and up. So visit the Einstein Moomjy Berber shop. Buy, hurry. Make a Swiss movement before time (and Berber) runs out.

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Print advertising – consistently personal and informative in a fun way.