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## AUSTRALIAN MADE FURNITURE: 'AUSTRALIAN MADE' THE AUSTRALIAN WAY



WITH A NUMBER OF COMPANIES STILL CONTINUING TO BE ENTICED BY OFFSHORE PRODUCTION, IT IS REASSURING TO KNOW THAT THERE STILL REMAIN A NUMBER OF LOCAL FURNITURE COMPANIES THAT ARE FORGING AHEAD AND CREATING DEMAND FOR AUSTRALIAN MADE FURNITURE, WRITES JOHN EUSSSEN.

COVERMORE DESIGNS, previously known as Parker Furniture dating back to 1935, maintains the tradition of recovering and re-upholstering Parker and other suites, yet under Covermore designs there is a strong move forward to proactively promote a healthy furniture industry where suppliers, manufacturers, retailers and end users stand to benefit from supporting Australian made product, whilst still benefiting from the diversity brought in by international brands.

The recent collaboration of Covermore Designs with The Whitehouse Institute of Design (A 23-year Australian owned Design Institute, Sydney, Melbourne) saw the success of an internship offered to third year Interior Design student Samantha Lloyd-Holmes. Through strict mentoring from Michael Lewy, owner of Covermore, Samantha designed a furniture range called 'Move'. The collection was deemed to be so successful that it has now been commercially released by Covermore and has been awarded a 2010 style award from Australian House and Garden magazine. The upholstery used, designed by Julie Patterson from Cloth textiles is also 100 Australian designed and manufactured with a strong emphasis on natural and environmentally conscious values.

Sofaworks owner Enrique Ferreira is also proud to boast Australian made. Enrique refuses to compromise on comfort, design or style and states that

Australian made allows him to monitor the detail and control that is required to be able to offer a premium product. The company remains committed to the preservation of the traditional values of quality craftsmanship and reliability and all products remain covered by a comprehensive 10-year workmanship guarantee. It is those values and ethos that have allowed the brand to maintain its following and integrity.

Owner James Wu of H and J furniture has also been trading in Australia for over 16 years. Maintaining quality and having the flexibility has helped James resist going offshore more, yet pricing has remained competitive whilst offering versatility and control of design.

Relationships and industry recognition are at the forefront for Molmic Furniture, a family-owned furniture business since 1987: "We work hard to keep learning and we continue to share an exceptional commitment to high quality Australian handmade furniture."

This is just to name a few; however, there are other furniture companies that remain Australian made and it is encouraging to see the retail market adopt the quality and value over price. That said, all companies interviewed maintain that price remains extremely competitive for the quality products offered.

For further information or contacts of other Australian made furniture please contact John at [john@eussen.com.au](mailto:john@eussen.com.au).