

NATIVA NEWS

Store launches upholstery lines, smaller sizes

From time to time it's always fun to check in with Silvina and Mario Scolari, owners of Nativa, the furnishings showroom with locations in Hillcrest and Solana Beach. These forward-thinking retailers, who have been offering solid-wood, green-certified products since 2001, now also have launched a private line of upholstery.

The new upholstered collections promise to match in quality and materials what Nativa already offers in wood products, says Mario. "We're doing this because our customers have been requesting upholstered items to round out our wood lines. We realized a long time ago that our customers love the craftsmanship in our wood products and demanded the same in everything else we offer. The result of that request is a line of upholstery using the very best techniques available, executed by master upholsterers who are employed by Nativa to produce our own private collections."

What also makes the new collections noteworthy is that Nativa can create custom upholstered styles in just four to

five weeks. The custom work is done in a new Nativa facility that the Scolaris control 100 percent. They also have their own tree farms, manufacturing plants and exclusive showrooms for their products. It seems the only thing they don't do is tan the leather. That's done in Italy. The level of customization and use of precious materials is such that customers can order some of the frames in beautiful woods such as American black walnut or different varieties of mahogany — to name just a few wood species.

Another bit of news is that the 10,000-square-foot Hillcrest store will introduce a large number of collections specially suited for smaller homes in more urban areas such as downtown, Hillcrest and La Jolla.

"There are thousands of expensive small homes and condominiums looking for small-scale furniture and there is not much to choose from these days," says Mario. "Even though many products will be offered in smaller sizes, craftsmanship and quality will remain the same, plus we will add more wood species like walnut, mahogany, alder and others."

The year-old, 8,000-square-foot store in the Cedros Design District will continue offering the larger-scale original design furnishings and accessories. The standard sizes continue to be popular, especially in the larger-roomed homes in North County, particularly with those homeowners who have Tuscan, Mediterranean, Spanish Revival and Craftsman residential styles and décor. ∞

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Web: www.nativafurniture.com

Locations:

Hillcrest

1003 University Ave., 619/299-4664
Mon.-Sat. 10-6; Sun. 11-5

Solana Beach

143 South Cedros Ave., Ste. P
858/794-0003
Mon.-Sat. 10-6; Sun. 11-5

Mario and Silvina Scolari in their Nativa showroom.

