

# GONE SHOPPING

text | Sarah Jane Stone

Take a peek into some of our favorite specialty shops where you'll find the best of the best midcentury treasures.



## MidMod Collective KNOXVILLE, TENNESSEE

Having recently celebrated its first year, owner Allyson Virden describes Mid Mod Collective as truly being a collective. With ten partners and several consigning vendors, shoppers can browse a wide variety of midcentury treasures.

"I have a true passion for Midcentury Modern [style]—my entire house is decorated with some of the great pieces we have found," Allyson says. "We all love the hunt for unique pieces and the thrill

of seeing them once we have breathed new life into them."

**Shop Secret:** The store is located in an old automotive garage that was in business for 50 years.

**What you'll find:** Looking by maker? Pieces from Adrian Pearsall, Herman Miller and Folke Ohlsson are often available as well as from companies such as Broyhill, Lane, American of Martinsville, plus many unique Danish modern designs.

For more on MidMod Collective, call (865) 557-5575 or visit [midmodcollective.com](http://midmodcollective.com)

## Furnish Me Vintage ST. PETERSBURG, FLORIDA

Jacqueline Williams and her husband Todd Wilson opened Furnish Me Vintage in 2011.

They had purchased a 1950s house but furniture shopping at the usual places led to disappointment, so they turned to antiques shops. "We soon discovered Midcentury Modern, which seemed to have to the answers to everything we were looking for: quality craftsmanship and impeccable design." The couple began collecting, and quickly filled their house. To make way for new pieces they had to sell previous pieces—which led to opening a small store. "Fast forward five years, and we have a four-story

Midcentury Modern store that is arguably the largest in the nation," she says.

**Shop Secret:** "Our building actually used to be a furniture store, and sometimes we find pieces that came from this same store 50 years ago," Jacqueline says. "It's neat to bring these pieces back home and restore them to their former glory. The circle of life in action!"

**What you'll find:** Furnish Me Vintage specializes in Midcentury Modern and Danish furniture. "What makes us different is that nearly all of our pieces are restored or in excellent original condition—many folks mistake our items for new since they look near-pristine," she says.

For more on Furnish Me Vintage, call (727) 898-8740 or visit [furnishmevintage.com](http://furnishmevintage.com).



## The Purple Moon CHARLESTON, WEST VIRGINIA

The Purple Moon began in 2001 when collectors Chuck & Connie Hamsher started selling online from their kitchen table. They quickly expanded, first to several antique malls and then to a storefront gallery in downtown Charleston, WV in 2005. After several expansions, The Purple Moon's current location is over 6,000 square feet of Midcentury Modern design, furnishings, accessories and art.

"In addition to being our business, Midcentury Modern is our passion and we enjoy working with seasoned collectors as well as exposing new people to these wonderful and functional designs," Chuck says. "We work with our clients not just in selling them pieces, but also by helping them incorporate great vintage style into their homes."



**Shop Secret:** The Purple Moon got its name from the owner's cat—which was named "lo" after the early photos of Jupiter's moon, Io.

**What you'll find:** Curated based on design, style and condition, the shop offers case goods by Broyhill, Widdicomb, Drexel and other midcentury manufacturers as well as items from Paul McCobb, Russel Wright, RH Robsjohn Gibbings and other designers. They also carry new, upholstered furniture from Joybird and Lazar's BKind3 Line by Carl Gustafson and vintage accent pieces.

For more on The Purple Moon, call (304) 345-0123 or visit [thepurplemoon.com](http://thepurplemoon.com).

## Mid Century Mobler BERKELEY, CALIFORNIA

Mid Century Møbler began six years ago out of a one-car garage in San Francisco, Calif. Originally, owner Julian Goldklang was looking to sell off pieces from his overflowing personal collection, but it quickly became a full time job and in 2012, Julian and his wife Desiree opened a showroom. Now located in Berkeley, Calif., shoppers can browse a 7,500-square-foot showroom filled to the brim with midcentury pieces the couple sources from across Scandinavia and the UK.

"I'm always been enamored by design from the 1950s and 1960s. The quality of materials used and the simplicity, and sometimes eccentricity, of the atomic era has always fascinated me," Julian says.

**Shop Secret:** It's the shop's goal to have every customer leave with a better understanding and appreciation for mid-century design. "Everyone who works at



Mid Century Møbler has a strong passion for design, and is eager to share their knowledge and the history of the furniture with our clients," he says.

**What you'll find:** With furniture as their main focus, Mid Century Møbler always has a large stock—including pieces from high-end and lesser-known designers as well as those from unknown cabinetmakers.

For more on Midcentury Mobler, call (415) 497-6626 or visit [midcentury-mobler.com](http://midcentury-mobler.com)



## Lily Pad AUSTIN, TEXAS

Jennifer Koppen opened Lily Pad in June, following a longtime love of midcentury style and leaving over 20 years in the corporate world. "People would always tell me that I should open a midcentury store, so at this point in my life it was now or never," Jennifer says. She chose Austin for its rapid growth and because of the city's shared interest in midcentury style. "The pieces at Lily Pad are unique, rare, nostalgic and are likely to inspire a revamp of some room in your house that just doesn't quite have the flare you are seeking, and you will never see two of the same items."

**Shop Secret:** "Lily Pad is named after my eleven year old daughter, Lily."

**What you'll find:** "We have furniture for the person who can only afford to spend \$50 for a chair, and we have furniture for the person who wants to add a real heirloom to their collection," she says. Items from Herman Miller, Finn Juhl, Adrian Pearsall, Knoll, Broyhill Brasilia, Heywood Wakefield, Bassett, Lane, American of Martinsville, Heritage, Hollywood Regency and Steelcase are commonly found at the shop.

For more on Lily Pad, (512) 924-9479 or [lilypadaustin.com](http://lilypadaustin.com).