

In the Marketplace

By Kelly de la Rocha, photo by Veronica L. Yankowski



David Trotz,
general manager
of The Square Yard

MAKEOVER MAGIC FOR YOUR HOME

Redecorate with ease and elegance at The Square Yard

You know how it goes. You buy a new floor, but as soon as the fabulous new parquet is down, that old area rug suddenly won't do, the curtains look shabby, and that 80s couch looks... like the 80s. So piece by piece, you renovate—a project that lingers longer than a tax audit, and is just about as fun.

Or you could try something completely different: one-stop shopping at The Square Yard.

The Square Yard's award-winning showroom offers everything needed to refresh a room or an entire house—carpeting, area rugs, hardwood flooring, tile, fabric, wallpaper and much more. On staff, four full-time interior designers help you create just the right look with custom window treatments, custom-made furniture and everything in between.

"We work closely with our customers," says general manager David Trotz. "We go to their homes and see the environment, rooms and lighting, then help with their selections. And it's all at no extra charge."

While The Square Yard carries a wide range of products (and prices), it specializes in high-end

brands like Karastan and Ralph Lauren, Trotz notes, and unique offerings like HomerWood's handcrafted floors. "Each board is signed by the Amish artisan who hand-scraped it," he says. The exclusive Louis A. Dabbiéri line can also be found at this dream house of a home-design store.

Concerned with the environment? The Square Yard stocks earth-friendly carpets like Smartstrand by Mohawk—comprised of a fiber produced from corn—and anti-microbial Marmoleum flooring, made from linseed oil and other natural materials.

Perhaps most convenient is The Square Yard's shop-at-home services. "Tell us what you're looking for and we'll bring the samples," Trotz promises. "Even if we have to come back two or three times until we nail it down."

Then, when your renovation is complete, you can settle back and enjoy your home... all of it. ▲

The Square Yard

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Get the best flooring for your home

The floor you love may look great in a magazine, but the experts at The Square Yard advise you to first:

Think usage. Will kids or pets be trampling on it? Will it be exposed to direct sun or dampness? Select flooring that can stand up to whatever your household dishes out.

Consider lighting. Halogen lights, incandescent bulbs, sunlight... Your new floor will look different under each. Bring floor samples home, set them down where your new floor will be, and study them at different times of the day.

Look at the big picture. Choose flooring and area rugs at the same time to ensure they'll look great together.

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