



A wide assortment of floral arrangements, pictures, vases and clocks, among other decorative elements, are available at Creative Elements in Grand Rapids. According to owner Chris Chamberlin, sofas at the store range in price from \$800 to \$1500.



Chris Chamberlin, owner of Creative Elements Furniture Studio in Grand Rapids, is approaching his business' third anniversary. The store offers a fashionable, eclectic mix of furniture pieces and decorative items.

## Creative Elements Furniture Studio Offers Stylish Pieces In A Classic Setting

BY LAURA KILISCH  
MIRROR REPORTER

Located in Grand Rapids, Creative Elements furniture studio is just that: creative elements working together to create arrangements that are comfortable, yet uniquely stylish.

Chris Chamberlin, owner of Creative Elements, credits a number of things to the studio's success since its opening two and a half years ago.

The eclectic assortment of pieces throughout the studio, according to Chamberlin, sets his store apart from other furniture retailers.

"We carry a lot of American-made products, with a mix of traditional, contemporary and casual things that you can't find in Northwest Ohio," Chamberlin said.

Leather furniture, customizable home and office furniture, slipcovers and artwork from local and regional artists are just a few of the creative elements offered at the store.

"Change is good. We are excited to always be adding different items to the studio," Chamberlin wrote in the

store's seasonal newsletter. "We want every trip you make to be a fresh and exciting experience."

Chamberlin's experience in the furniture business thus far has been a family affair.

"My dad was a buyer at Lion Store, so that is where we got our start," Chamberlin said.

Creative Elements is the second store opened by the Chamberlin family, which in addition to Chris includes his dad, Paul, his mom Becky, and his sister, Andrea.

Their first store, George's Furniture, opened in Napoleon 12 years ago. Each member of the family is involved in some capacity to see that both stores run smoothly.

"We occupy two ends of the furniture spectrum," Chamberlin said. "The other store (George's Furniture) is more traditional, while this store (Creative Elements) is more contemporary."

Adding to the assortment of contemporary pieces, an entire second side was added on to Creative Elements one and a half years ago.

"Everything (on the new



One of the many contemporary pieces found at Creative Elements is this leather sectional sofa. The sofa is located in the newer side of the studio, which was added after one year of the original store's opening.

MIRROR PHOTOS BY LAURA KILISCH

side) has a more contemporary style," Chamberlin said.

Another unique trait about Creative Elements is the special features available on its Web site.

At [www.cefurnstudio.com](http://www.cefurnstudio.com), ambitious furniture do-it-yourselfers are able to click on the "Design Center" link to have the entire selection of Rowe Furniture and fabrics at their fingertips.

This allows for countless designs to be created, without the commitment of ordering the pieces before seeing how they will look.

Should a customer be interested in taking a piece or collection of furniture home to see how it would work in their particular home, Creative Elements also offers an opportunity for its customers to try things on approval.

"This allows people to

take things home, try them out, and return them if they don't work for them," Chamberlin said.

"People spend a lot of time in here," he continued. "There is so much to look at. We spend a lot of time trying to find unique things that people have been looking for for years."

The store's large variety of furniture styles, along with the family's laid-back approach to satisfying their

customers, has proven to be two very successful elements for the business.

"The studio is designed to sell itself," Chamberlin said. "We're not the typical store that sells furniture. Through our design services, we may sell less stuff, but we find that people are happier overall when they find the perfect furniture that fits their décor."

The design services mentioned by Chamberlin are performed by the store's two on-staff designers.

There is a small fee for design services; however, the fee is applied toward the purchase price if a customer buys anything.

"Anyone looking for something completely different should come check out the store," Chamberlin said. "We offer high-fashion, good quality products at a very fair price."

Creative Elements is located at 24186 Front St. in Grand Rapids.

Hours for the store are Mondays through Thursdays and Saturdays from 10:00 a.m. to 5:30 p.m., Fridays from 10:00 a.m. to 8:00 p.m. and Sundays from noon to 5:30 p.m.

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