

**GARDNER WHITE ANNOUNCES NEW BRAND CONCEPT, “GW HOME,”—
FIRST BRICK-AND-MORTAR STORE TO DEBUT ON WOODWARD AVENUE IN
DOWNTOWN DETROIT IN SPRING 2025**

- *Gardner White’s first GW HOME store will feature three stories of custom curated stylish furniture and home décor; offering art, accessories and unique gifts including one-of-a-kind finds through local partnerships and collaborations*
- *GW Home marks Gardner White’s 14th brick-and-mortar location in Michigan*
- *Store grand opening celebration to be announced in the coming weeks*

Detroit, MI (February 4, 2025) --- Gardner White, Michigan’s #1 furniture and mattress retailer, today announced the launch of an exciting new brand concept, GW HOME, offering a custom curated selection of stylish furniture, home décor, art, accessories and gift offerings. The first brick-and-mortar location will debut in Spring 2025 at 1201 Woodward Ave in Detroit, directly across from Hudson’s Detroit. Occupying three stories totaling approximately 15,000 square feet of store space, GW HOME marks Gardner White’s 14th store location in Michigan and Gardner White’s return to downtown Detroit.

“We look forward to unveiling GW HOME in the heart of downtown Detroit and joining the incredible and ever-growing retailer community in the city we love,” said Rachel Stewart, CEO of Gardner White. “We are excited to offer the trusted high-quality home furnishing and mattress brands Gardner White is known for, while also introducing additional fashion-forward style solutions for businesses and residential living.”

A fourth-generation family owned and operated company, Gardner White is deeply dedicated in the communities they serve including downtown Detroit, where they opened their first store location on Fort Steet in 1912. Gardner White is the proud presenting sponsor of America’s Thanksgiving Parade, is the Official Furniture and Mattress Store of the Detroit Lions and is a supporter of major downtown events including the Detroit Grand Prix. Gardner White recently partnered with Downtown Detroit Partnership to furnish Chalet 313 designed by Gardner White, a new, two-story heated lounge at Campus Martius, with beautiful views of the ice rink and downtown skyline.

“We are thrilled Gardner White is returning downtown, not far from where the company was founded more than a century ago,” said Mayor Mike Duggan. “Having their new storefront on Woodward Avenue across from Hudson’s Detroit is a big part of re-establishing a vibrant downtown shopping district. I’m sure Detroiters will be eager to support a hometown company like Gardner White that has continued to sponsor many of our city’s most beloved annual events.”

GW HOME will showcase premium brands including Bernhardt, Rowe, Vanguard, Drew & Jonathan Home, Tempur-Pedic, Aireloom, Kingsdown and locally manufactured Serta, and a dynamic collection of high-quality furnishings and locally sourced pieces reflective of the brands commitment to both style and community. GW HOME will host frequent Detroit community events and surprise and delight moments for guests to enjoy. Details of the GW HOME grand opening celebration and ribbon cutting will be announced in the coming weeks.

“Downtown Detroit is set to welcome an iconic Michigan brand with Gardner White’s first GW HOME concept store,” Bedrock’s Senior Vice President of Leasing Naumann Idrees said. “GW HOME will cater to the needs of customers in search of a specially curated selection of furniture and exclusive and local products. This is a fantastic addition to the city and our Bedrock portfolio, and we are looking forward to the opening soon.”

Gardner White is a proud 112-year family owned and operated business headquartered in Warren, Michigan, rooted in providing customers quality products, great value and innovative services. As Detroit’s #1 mattress store, Gardner White is the proud home of [The GW Pledge](#), which commits to delivering customers the best night’s rest. With stores throughout metro Detroit, Ann Arbor and Saginaw, Gardner White is the only Michigan furniture and mattress store to provide same-day delivery and nighttime delivery for busy working families.

About Gardner White

Family-owned and operated for 112 years across four generations, Gardner White is Michigan’s #1 furniture and mattress retailer with 14 stores throughout metro Detroit, Ann Arbor and Saginaw. Headquartered in Warren, Michigan, Gardner White is rooted in providing customers quality products, great value and innovative services, and is deeply dedicated to the communities they serve. Gardner White is the presenting sponsor of America’s Thanksgiving Parade and was recently named Top 100 Retailer in the United States, and Best Places to Work by Furniture Today and Crain’s Detroit Business. For more information, visit www.gardner-white.com and follow us on [Instagram](#), [Facebook](#), [Pinterest](#), [YouTube](#) and [X](#).

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