

GARDNER WHITE ANNOUNCES GRAND OPENING OF GW HOME, ITS NEW BRAND CONCEPT IN DOWNTOWN DETROIT, SET FOR FRIDAY, JUNE 6 AT 10AM

Featuring evolving line-up of local artist collaborations and brand partnerships offering a curated selection of furniture, décor, art and accessories inspired by the city's creative spirit

Detroit, MI (May 5, 2025) --- Gardner White, Michigan's #1 furniture and mattress retailer, announced today that the official grand opening of GW HOME, its bold new retail concept located at **1201 Woodward Ave in Downtown Detroit, will open its doors to the public on Friday, June 6 at 10am.**

A first-of-its-kind home retail destination in Detroit inspired by the city's creative community, GW HOME will merge artistry and affordable luxury furnishings, offering a curated shopping experience of stylish furniture, home décor, art, and accessories. The store will showcase area artists and innovative local brands including Detroit-based Floyd and high-performance textile leader Crypton, reflecting the city's commitment to design excellence.

"GW HOME is more than a furniture store, it's an experience where design and local artistry come together to create homes that are as unique as the people who live in them," said Rachel Stewart, CEO of Gardner White and GW HOME.

Gardner White has also partnered with Detroit-based ArtClvb to select a diverse, rotating collection of original art created by local artists. The collection, which includes ceramics, paintings and photographs, will be displayed and available for purchase in-store and online at GW HOME. Local artists include: [Martyna Alexander](#), [Kaleigh Blevins](#), [Jon DeBoer](#), [Amy Feigley-Lee](#), [Sehrish Hussain](#), [Cristina Joya](#), [Ivan Montoya](#), [Sheefy McFly \(Tashif Turner\)](#), [Sarah Rice](#), [Ellen Sherman](#) and [Dino "Edeth" Valdez](#).

Other artist partnerships include: Cranbrook Academy of Art Graduate [Luke Bryant](#), Designer and Craftsman [Andre Sandifer](#) and [Claire Thibodeau](#), Assistant Professor and Section Lead of Ceramics at the College for Creative Studies.

"ArtClvb is thrilled to collaborate with GW HOME and bring amazing local artists into everyday living spaces," said Dorota Coy, Founder of ArtClvb. "This partnership is about more than showcasing art — it's about making original, local artwork accessible to more people while championing the artists who shape the city's cultural identity."

Based in Detroit, ArtClvb is a platform created by artists to connect the art community with the broader public. Using technology to bring together artists and art buyers through curated in-person events and online experiences, ArtClvb's mission is to make art buying more accessible by introducing original art works from local artists to a wider audience.

As part of its commitment to both exceptional design and community collaboration, GW HOME has partnered with Metro Detroit brands Floyd and Crypton to offer accessible, livable luxury furnishings to the store space. GW HOME will showcase standout pieces from Floyd's collection, including the Gere Easy Chair, Acton Slate Bench, and Two-Piece Form Sectional—each reflecting the brand's signature blend of clean lines, thoughtful function, and modern versatility.

Founded in Detroit in 2014 by Kyle Hoff and Alex O'Dell, Floyd is known for its modular, high-quality furniture, designed to evolve with its users over time. The company has also revived iconic works by legendary Michigan designers, such as Gere Kavanagh and Hugh Acton, continuing its mission to honor the region's rich design heritage.

Additionally, GW HOME will feature a selection of high-quality, stylish furniture upholstered by homegrown company Crypton Fabric, offering advanced, high-performance upholstery designed for real life. Soft yet incredibly durable, Crypton fabrics are engineered to resist stains, repel water and prevent odors—making it an ideal choice for families, pet owners, and anyone who loves to entertain.

Visitors will find a range of pieces enhanced with Crypton fabrics including the Nathan, the Lilah 2-Piece Sectional, and the Gere Easy Chair by Floyd—offering a seamless blend of comfort, function, and elevated design.

True to its Gardner White roots and commitment to excellence, GW HOME will showcase a plethora of other well-known furniture brands including Bernhardt, Rowe, Vanguard, Drew & Jonathan Home, along with a vast selection of premium bedding including Tempur-Pedic, Aireloom, Kingsdown and locally manufactured Serta, among others.

Earlier this year, Gardner White announced the launch of GW HOME, and the brand's first brick-and-mortar location. 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.

Details of GW HOME ribbon cutting and grand opening weekend community event details to be announced in the coming weeks. For more information about GW HOME, visit GWHOME.com and follow us on [Instagram](#) and [Facebook](#).

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 Street 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 lounge at Campus Martius, with beautiful views of the downtown skyline.

About Gardner White

Family-owned and operated for 113 years across four generations, Gardner White is Michigan's #1 furniture and mattress retailer with 14 stores throughout metro Detroit, Ann Arbor and Saginaw, and parent company to GW HOME. 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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