

MONROE AVENUE

Monroe Avenue is ... furniture reimaged.

About Us

Monroe Avenue ... furniture re-imagined outlet

Monroe Avenue is ... furniture reimaged. We are an exclusive outlet of original, vintage and antique furniture re-imagined for the now. Home to one-off pieces of furniture we curate from across the world, we artfully restore faded, sometimes broken and often dated pieces, and breathe new life into them for the Noughties. Each Monroe Avenue piece retains its individuality, reflects its proud heritage and design but is infused with a contemporary edge that creates 'talkability'. We do like to have a bit of fun, so expect the unexpected but also expect the exceptional. And do expect an affordable price tag.

We have begun our journey with all things 'seating', with an eclectic range that covers almost every period, design and function, from Victorian wing back and Edwardian nursing chairs, to Art Deco club chairs and 1960s pods, to cinema seats and massage tables.

The Story so far ...

The Ugly Duckling – the making of Monroe Avenue

Our furniture is sourced from across the country and beyond, from antique markets to auctions and house clearances to shops. It is exceptionally hard and often laborious work, and Valerie can often be seen crawling into loft spaces to check for forgotten pieces. But rewarding it is. We simply have an eye for what could be beautiful, even if our pieces come to us looking haggard, bedraggled and saggy. Monroe Avenue is a business embodiment of Hans Christian Andersen's "The Ugly Duckling". What was ugly becomes the most beautiful piece of furniture, once gone through the magical Monroe Avenue process.

OK, it's not magical. But our community of artisans who create every Monroe Avenue piece do create their own magic. From our upholsterers, who are some of the most skilled tradesmen one could ever hope to meet, to the most seasoned French polishers, who know a thing or two about wood – you will be pleased to know.

But it doesn't stop there. Every Monroe Avenue piece is covered in hand sourced fabrics from some of the country's most amazing fabric suppliers – think Moons, Ian Mankin, Jim Thompson, Bute and Svensson. We source quality linens, cottons, silks, wools and velvets and our only goal is that the fabric must hold a timeless quality. So while we do look for inspiration from the latest fashions, we aren't fashionistas.

Sisters, sisters, nothing comes between me and my sister – the love

So what's the story behind Monroe Avenue? Well, we are Valerie Weisenreder and Nichola Pergande, founders and managers of Monroe Avenue. We are sisters living in Norfolk and set up shop in 2014. Having worked in commerce for what feels like a trillion years, in the glamorous worlds of financial services marketing and software PR ... mmmm ... our true calling was, well, calling us.



So, quite simply, our fascination, passion and obsession with all things interiors and furniture became our business. With six house renovations between us, a 'healthy' retail addiction for furniture and countless responses to 'can I have some of your advice on what you would do with this space?' Monroe Avenue was born.

Mind the gap – the why?

No offense to some of the High Street furniture retailers – well, yes, to some of them - but how often does a friend walk into your home and go 'wowza! where did that chair come from? The scenario is more likely to be 'wowza, that's lovely and I have one in blue.'

We know we aren't selling the crown jewels but we are selling 'talkability'. We unabashedly curate original furniture and add a contemporary twist – without having to go antiquing.

We, thank fully, saw a gap in the market where Ikea meets Mayfair, John Lewis meets Camden, where the antique market meets ... lots and lots of work to transform furniture into what you see in the shops.

So, Monroe Avenue curates and creates beautiful yet exclusive pieces of furniture with high street price tags. All at the click of a button.