



'California look' brand Kreiss returning

Loren Kreiss acquires exclusive rights to name, designs

Jay McIntosh -- Furniture Today, October 20, 2014

LOS ANGELES — Designer and executive Loren Kreiss has announced he is relaunching the Kreiss home furnishings brand, a pioneer of the casually elegant “California look.”

The high-end line already has a website up and is taking custom orders, and Kreiss is aiming to open retail showrooms and also sell through high-end retailers nationally and internationally.

He bought the exclusive global rights to the brand, designs and intellectual property via bankruptcy court. The former Kreiss company had filed for Chapter 11 protection in April 2013 and had ceased operations.



Loren Kreiss

Loren Kreiss, whose grandfather founded the furniture business in 1964, previously held creative and executive management positions in the former company. In the last several years he was responsible for product development and brand messaging.

“This is a proud day for me,” Kreiss said. “I am restoring the company which my grandfather launched in the 1960s and which my father ran during its heyday in the 1980s through the early 2000s.

“Even while the company has been dormant, the demand for Kreiss products in the marketplace has not wavered. This reboot will allow us to once again provide our customers with the wide range of high quality products and excellent customer service with which the Kreiss brand has always been synonymous.”

The “California look” emphasizes the carefree spirit of the California lifestyle, the company said, with generously proportioned scale, a neutral color palette and bold clean lines.

The diverse line, which includes case goods, upholstery, outdoor and even top of bed, can be seen online at www.kreiss.com. Kreiss also provides interior design services.

Prices are high-end, with sofas starting at about \$6,500 and many sectionals selling for \$20,000 and up.

Loren Kreiss said the line is made entirely in North America, and said he has gone back to some of the source factories that produced the line at its peak, a number of which are in Southern California.

He said the company will first open a flagship retail showroom in Los Angeles and probably another four showrooms in other locations soon after that. Sometime next year, he expects the company also will start selling via ecommerce. With brick-and-mortar retailers, Kreiss is looking at a gallery concept and company-owned as well as licensed stores, he said.



High-end brand Kreiss is known for the “California look,” which the company describes as casually elegant.

He added that it's likely Kreiss will show at the High Point Market in April.