

As seen in  
**SAN DIEGO**  
MAGAZINE



**"It's our taste of immortality."**

From left to right: Mike Kreiss, Bob Kreiss, Tom Kreiss and Norman Kreiss (seated)

**KREISS**  
MIKE KREISS

**M**ichael Kreiss, president of Kreiss Collection, fondly recalls how his parents, Norman and Eileen, imported goods for his family's home-furnishings business. "My two brothers and I were professional tennis players. We played at the U.S. Open, Wimbledon and the French Open. My parents combined buying trips with our tennis."

The all-in-the-family philosophy began long ago, in 1939, when Kreiss' grandfather, Murray, left a successful silver importing company to venture out on his own, importing accessories from the Orient and

Europe. His vision was to build a company that would provide a future for his family. Tragically, he died at an early age, leaving the business to Kreiss' father, Norman, and Norman's brother, Howard.

The two brothers worked well together, and the business grew rapidly. Then Howard died in a 1958 plane crash over Japan. Now on his own, Norman was determined to keep the business going.

In 1966, he decided with wife, Eileen, to open the company's first showroom in West Hollywood. Eileen's eye for presentation gave their imports a sense of elegance and grace. The showroom concept blossomed, and Kreiss Collection's signature style, the "California look," was born.

Under the family's stewardship, Kreiss Collection has enjoyed four consecutive record-breaking years. The company now has 16 retail and trade showrooms worldwide, including one opened recently in Saudi Arabia. Plans call for locations in Toronto and London. Still, Kreiss steadfastly adheres to the values of family and quality.

"Our philosophy is that comfort comes first. We put the design next—to achieve our timeless, classic look. Quality is critical because everything is handmade," says Kreiss. Often the furniture and accessory craftspeople are from Spain, Italy or Asia. "Many are multigenerational, like our own family. We're dealing with woodcarvers, metal forgers and glassblowers who are the grandchildren of the people my grandfather worked with."

Michael has three children of his own, and brother Tom has a baby and another on the way. "It's our taste of immortality," says Kreiss. "Of course we want to hand the business down to the next generation. It's the number-one thing that drives me every day."

No doubt grandfather Murray would have agreed.