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Ethan Allen on the move to new downtown location

New year to bring new chapter for Edmonton design centre

BY BILL MAH, EDMONTONJOURNAL.COM JULY 14, 2011



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Retail mall North Point on Ninth, at 10507 109th St., will be the new home of Ethan Allen furniture when it moves from the west side. The mall used to house clothing store Donovans, which closed in 2009.

EDMONTON - Edmonton's Ethan Allen Design Centre is moving downtown from its longtime west-end location.

When Barbara and Terry de Visser purchased the independent authorized Ethan Allen dealership in November 2009 from the retiring prior owner, they wanted to put their own mark on the design centre.

So with the 20-year lease at the store's 170th Street location just north of West Edmonton Mall ending at the end of January, the de Vissers looked at it as a new opportunity.

When the current location closes Jan. 31, a new store will open Feb. 1 at 105th Avenue and 109th Street.

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The retail space in the North Point on Ninth development was left vacant when longtime independent women's fashion store Donovans closed in late 2009.

"I've always loved downtown," said Barbara de Visser, co-owner and interior-design technologist.

"Ethan Allen corporate has their flagship store in downtown Manhattan across from Bloomingdales, and there was just something about this particular site we're going to.

"This is where we've got to be. It's a great change for us. It's a new chapter for Ethan Allen and a whole new look for us."

The new Ethan Allen will be 11,100 square feet, a little smaller than the 14,681-square-foot current location. But the new store will feature a more open concept and technology such as touch-screen computers and interior design labs.

"Ethan Allen is one of the world's most well respected high-end home and business furnishings companies," said Cory Wosnack, of commercial real estate company Avison Young, who brokered the deal.

"This is very exciting news for downtown."

Ethan Allen is a Danbury, Conn.-based interior design company, maker and retailer of upscale furniture and home accessories with about 280 locations worldwide.

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