

Welcome Home Interiors relocates, reopens Saturday

By Hillary Gavan hgavan@beloitdailynews.com | Posted: Thursday, August 30, 2012 4:00 pm

Welcome Home Interiors will light up Beloit in its new location at 401 Park Ave., upstairs from Emanuel The Florist.

In the evening drivers down Park Avenue will be treated to lighted windows filled with art, decor and more.

The business will open to the public Saturday, with an open house to be held in mid-September, said owner Mike Meyers.

Welcome Home Interiors offers a full range of interior design and construction services in addition to its customizable furniture and decor. It serves corporate as well as private clients around the country. Its recent projects in Beloit include providing the furniture for Merrill & Houston's Steak Joint and remodeling FatWallet.com offices.

Interior designer Nichole Bodden said Welcome Home's furniture is customizable, something unheard of in big box retailers. For example, customers can choose their favorite textiles for coverings for sofas, love seats and more.

Welcome Home Interiors is currently working on the renovation of a Chicago home. It includes a stairway recreating the scene of a Greek city.

Bodden said the personalized designs are becoming sought after as bigger retailers scale back on inventory. Kitchen and bathroom remodeling projects seem to be the most sought after services, and the trend seems to be going toward more traditional, antique and Victorian looks.

"They want what nobody else has and custom-made looks," Bodden said.

Meyers said he always was impressed by the location on Park Avenue. He recalled working on a renovation for the building 21 years ago when it was the former home of Moss Insurance.

Over the years Welcome Home Interiors has been located on College Street and most recently on 431 E. Grand Ave. A couple years ago Meyers moved the business upstairs to make room for Nikki's Cafe and The Cheese People. However, customers weren't quite ready for the change and Meyers joked they didn't know where to find a sofa amidst the coffee and cheese selections.

He thought the new location would give the store more visibility, more opportunity for window displays and would be a good match for the floral shop downstairs owned by Lily Dickinson. The two businesses plan to partner together on events. Meyers said after a large project flowers from Emanuel The Florist are sent to clients to show appreciation.

Meyers said he's also excited about Bodden, who attends interior design classes at Madison College, calling her the best interior designer he's seen in a long time.

Bodden said her new position has been a pleasure and an opportunity.

"Interior design is difficult to get into," she said. "I'm lucky Mike gave me the opportunity."

K.C. Avery, distribution center manager for six years, also has been busy lugging all the furniture into the new space. Meyers said his staff of four are mostly related, and he prides himself on being a family business. He also involves his grandson and future president of the business, 14-year-old Gage Meyers, and his granddaughter future interior designer, Melyssa Meyers, 16.