

212Concept.com Launches with Affordable Modern Furniture for Everyday Shoppers

/EINPresswire.com/ With modern furniture often priced out of many furniture shopper's reach, 212Concept not only offers everyone the opportunity to [buy modern furniture online](#) affordably, but ensures each piece offered is not created for design's sake alone, but for practicality.



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Ethan Oztas, co-founder of 212Concept along with his wife Feliz Sahin, says of his online modern furniture store, "To modern design icons like Charles and Ray Eames or Lee Corbusier, labels like "architect," "artist," and "designer" weren't boxes to confine one's practice to, but interchangeable lenses through which to view problems, solutions, and the world at large. Just as these individuals were master communicators and not just fabricators, we at 212Concept embrace the same philosophy and believe that good design must be practical, functional and easy to live with. Modern for us is clean design without vanity. It is of timeless quality; it is not design for design's sake. Everything is made to fit and function well. You can drop a true modern piece into almost any environment and it holds its own."

Instead of introducing well-known and established brands with a high price tag, they bring products designed and produced by young design enthusiasts based in small, yet highly skilled European countries. To that end, 212Concept.com offerings include [modern armchairs](#), [modern dining chairs](#) and modern bar stools from modern furniture makers such as Kubikoff, Nuans Design, Papatya, and sohoConcept and featured designers like Ruud Bos, Gino Lemson, Stolt Design, Sander Muller, Jutta Friedrichs and Carlo Bartoli. In an ongoing effort to bring the latest designs to their customers, they are constantly seeking to work with unique and new talents in the design industry.

The 212 Concept sales team is based on individuals who have worked, or are currently working

for, the manufacturing companies being introduced on the 212Concept site. This gives them a huge advantage in coordinating the sales process starting from manufacturing to shipping of the customer's product direct to their front door.

For a small company, 212Concept has already impressively established three main distribution and fulfillment centers located in New York, Miami and Los Angeles. This geographic advantage helps them provide an efficient service to their customers. For all of their stock items, their lead times are highly competitive within the industry.

The 212Concept contract team offers personalized service to interior designers and to architects. Since some of their members work within the sales departments of their suppliers, they have the full capability of tracking and coordinating all of their commercial projects. The 212Concept contract program offers advantageous trade discounts to all professionals that working in the design industry. Discounts are also offered to students and those with disabilities.

Up until the last couple of decades, authentic modern design was only available to architects, decorators and people in a certain strata of society. This elitism has begun to vanish with a new breed of design stores and retailers, like 212Concept, making it possible for everyone to buy modern furniture online affordably.

212Concept.com offers affordable modern furniture and accessories online directly from their origins in Europe and North America. In curating our collections, we take the concept of simplicity in everyday objects and offer a mix of minimalist, modern, and most importantly, affordable products to all design enthusiasts.

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