

Life, style and choice

Design Center boutiques take clients on a journey beyond mere home decor

BY JENNIFER MIFFLIN

For Custom Media Solutions

Since 1936, Abt Electronics has been synonymous with quality, competitive pricing and stellar customer service.

What started out as a small family-owned electronics store in Chicago's Logan Square neighborhood has evolved into a sprawling 37-acre campus in Glenview where second- and third-generation family members work today.

For 75 years, Abt has continually evolved with its clients' needs, and is proud to offer a robust inventory of electronics and appliances to suit all decorating styles and price points. In 2008, Abt took innovation to a new level by opening The Design Center at Abt, located just 300 yards south of the main Abt store.

According to Jennifer Arocena, marketing manager, The Designer Center at Abt offers several home design boutique stores and a restaurant, where clients can shop for everything they need to complete their remodeling projects or new home designs.

The independently-owned showrooms in The Design Center at Abt feature The Kohler

Store (kitchen and bath fixtures); Avanti Gallery (fine Italian and American cabinetry); Visions by Exotic Marble & Tile (all natural stone tiles, slabs and mosaics for interiors and exteriors); Viking Cooking School (classes for culinary creations); California Closets (built-in closet organization solutions) and Lighting by Fox (interior and exterior illumination).

Customers can even relax in Jölane's Restaurant & Bar, which offers an extensive array of food and drink choices throughout the day and evening.

"When people visit The Design Center at Abt, they are so pleasantly surprised by the extensive offerings the stores have. Even though they are elegantly appointed and decorated, all the stores are staffed by knowledgeable friendly experts who make their customers feel like they've been to a destination, rather than simply on a shopping trip," Arocena said. "It's one-stop shopping that was made to be convenient, educational and pleasant ... and an extreme value as well."

Even though customers frequent the Design Center for new construction and DIY projects, Jölane's Restaurant & Bar has a draw all its own. Jölane's, which was named after Abt's matri-



CLASSIC QUISINE: The Design Center at Abt is more than a center of home improvement, design and decor. It also is a center of culture, provided at such establishments as the Viking Cooking School. | SUPPLIED PHOTO

arch who originally hailed from the Austrian-Hungary border, is a restaurant reminiscent of a European café that features several house specialties and a wide selection of beverages and desserts. It's a great place to relax and enjoy the view from its conservatory, which is equipped with a full bar and 3D HDTVs, Arocena noted. Its ambiance and food make Jölane's a highly-

sought-after destination, and it is booked frequently for weddings and private parties.

For a unique source for your new construction or home remodeling project, visit the professionals at The Design Center at Abt, located at 1100 N. Milwaukee Avenue in Glenview. For store hours and directions, visit online at www.abtdesigncenter.com.



Dining in style: Jölane's Restaurant & Bar, named after the matriarch of the family that established Abt, offers unique specialties of the house and the ambience of a European café that have made it a destination all its own. | SUPPLIED PHOTO



Visions of lifestyle: Boutiques at the Design Center at Abt, such as Visions by Exotic Marble & Tile, give clients looking for home decor ideas an experience beyond just simple decorating. They are more like presentations than displays, exciting the imagination as well as introducing new products and style concepts. | SUPPLIED PHOTO