

Scandihooivians

SCANDINAVIAN DESIGN FOR LIVING

A BEAUTIFUL LIFESTYLE

Company In Focus – The Scandihooivians are off to a ‘golden’ start in Los Angeles

Following great success with the collection of bright, innovative, and cutting-edge Scandinavian jewelry and home design in Northampton, Massachusetts, Scandihooivians opened their first store in Los Angeles in late 2006. The launch of the new Scandinavian shopping experience on the West coast has already been a huge success, including an invitation to display their products at the 2007 Golden Globe Award’s World Style Lounge set at the Beverly Hilton. DACC recently talked to President Niels-Victor Christiansen to discover some of the secrets behind their California adventure.

In December 2006 Nathalie Dubois, a leading promoter of merchandise among Hollywood celebrities, passed by the Scandihooivians store in the Westside Pavilion. Impressed by the innovative collection of jewelry and design, she immediately issued an invitation to Scandihooivians to set up a Nordic trend section at the gift retreat at Beverly Hilton in the three days leading up to the Golden Globe Awards in mid January. *“Needless to say, it’s an honor for us to be included in such an event with 20 of the celebrity world’s most sophisticated companies from all over the world”,* says President Niels-Victor Christiansen, *“but it has been a scramble to get everything ready with such short notice for a type of event that we had no prior experience with or even knowledge about. Goods are being flown in from our suppliers in the last minute”.*

The Golden Globe invitation was the highlight of a remarkable start up in Los Angeles. Having spent two and a half years building the reputation as the leading Scandinavian design store in New England, with a steadily growing customer base from Boston to New York, the Scandihooivians decided to try their concept in high traffic settings and chose Los Angeles. Being a family business, the Scandihooivians store in Los Angeles is a joint venture between Niels-Victor Christiansen and his wife Laurie Christiansen as well as close relatives Richard A. Shapiro and Jacquelyn Green. They decided on Westside Pavilion as location due to great long term expectations for the mall with current rebuilding, featuring among others the largest independent movie complex in the US.

The entrance, through the glass front, is a modern sculpture. Inside you find the first Pilgrim store-in-store in the US and the largest Trollbeads and Pandora selection in the world. Among other jewelry brands, the store also feature the biggest collection of the seductive Rabinovich, another new, fast growing Danish line of handcrafted jewelry. Being carried almost as an afterthought in the first store, jewelry has undeniably been one of the major successes of the business – President Niels-Victor explains: *“The American customers crave different. The jewelry they see at their traditional fine jewelers and department stores has generally remained the same for decades”.*

Besides jewelry, the store also features a wide ranging selection of design for the home, such as the wining and dining designs from Menu, Rosendahl, Stelton, Eva Solo, Design House Stockholm, and Boda Nova. Among other brands are mobiles from Flensted, Marimekko handbags, IQ lights, Normann of Copenhagen lamps, and Mats Jonasson glass sculptures.

The Scandihoovians are constantly refining their portfolio of goods and service practices. At this time, It is still too early to say what will come out of the Golden Globe experience and what the future holds for the Scandihoovians; however, this does not stress the company's president, "*starting new businesses demands more money than you budget and endless patience*", concludes President Niels-Victor Christiansen.

You can visit the Scandihoovians store on the first floor of Westside Pavilion, between West L.A.'s only Nordstrom's and the new Macy's flagship store. For more information, check out [the Scandihoovian's website](#).

About Company In Focus

As part of the new DACC newsletter, the monthly issue will feature an article on a member company. Should you have an interesting story to share, please contact Trine Fogtmann Hansen at tfh@dtcla.org.