



## C. Maddox & Company,

located in the Dallas Market Center, specializes in to-the-trade wholesale home furnishings and accessories.

**Amber Graves** is the driving force behind expanding the Dallas Market Center to-the-trade showroom from a small 5000 square foot space to more than 17,000. Amber describes her showroom as a one-stop shop with a mixture of energetic styles, and she infuses the ever-changing space with color, texture, and excitement. “Many people are afraid of color,” Amber observes, “but my customers buy it because we show how well it can work in an eclectic setting. I mix fabrics, metal, glass, and interesting surfaces. I try to give everything a lot of texture and dimension.”

““ *When a manufacturer has good people behind it, I know I can trust them with my business. I love working with Randy and the team at Stanford. I rarely have an issue, but if I do, I know they will just take care of it.* ”” - Amber Graves

**Inspiration** As her showroom clearly demonstrates, Amber finds inspiration in color. She notes, “Sometimes I will find a pattern that inspires me, but more than anything, I look for color.” She also keeps an open and spontaneous attitude when making selections for styles and fabrics.

“I don’t come with a preconceived idea of what I am looking for. I never do. When I see something I just love, I make it work.” Of course, Amber understands that customers often shy away from color, and she is careful to make selections she knows she can sell. “Our customers are still relatively traditional, but they prefer a fresher, cleaner look than they used to. Most people are scared of color,” Amber observes, “but my customers buy it because we show how well it can work in an eclectic setting. I mix fabrics, metal, glass, and interesting surfaces. I try to give everything a lot of texture and dimension.”

**Partnership with Stanford** When choosing her upholstery suppliers, Amber looks for comfortable and clean styles. She wants to know her suppliers keep up with trends and have a nice selection, but above all, she says, “When a manufacturer has good people behind it, I know I can trust them with my business. I love working with Randy and the team and Stanford. I rarely have an issue, but if I do, I know they will just take care of it.”