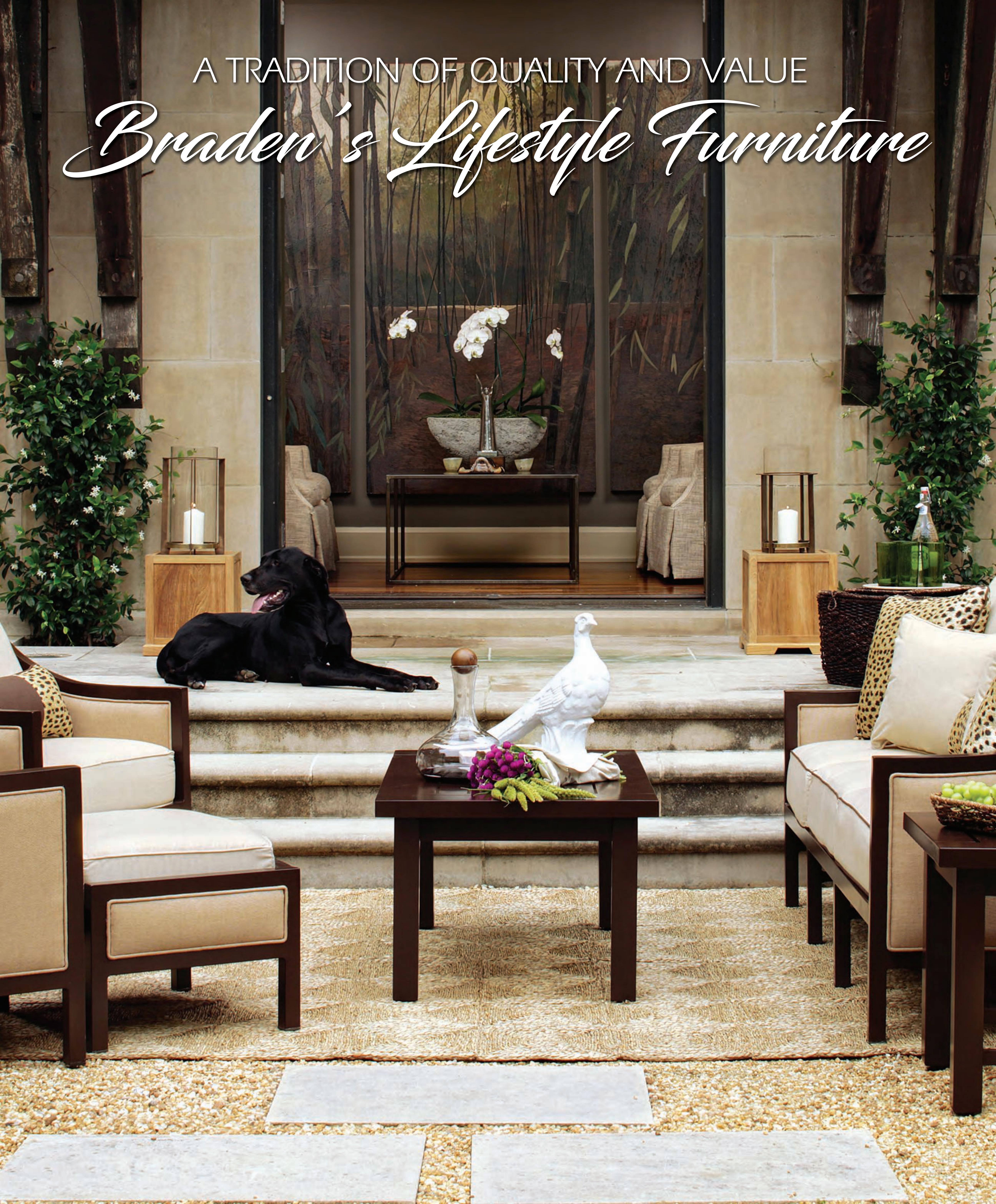


A TRADITION OF QUALITY AND VALUE

# *Braden's Lifestyle Furniture*







## Braden's Lifestyle Furniture

A TRADITION OF QUALITY AND VALUE

We know that for those who love God all things work together for good, for those who are called according to his purpose. (Romans 8:28)

Sprinklers inside Braden's Furniture Warehouse alerted local fire departments of a fire in the building that housed the inventory for Braden's Lifestyle Furniture. When the fire department contacted Gary Braden, there was nothing he could do but wait, just wait. Reports continued of a 5-alarm fire, total loss, firefighters being overcome with smoke. The negative news continued past Gary arriving on the scene, "this is it, no coming back from this", he reflected on the thoughts passing through his mind.





There is a place, a few different locations inside the Great Smoky Mountains National Park where a peace that passes all understanding can be found while soaking in the sunshine or shade listening to the water flow over the rocks. Gary Braden is familiar with that sound, that peace and regularly finds that place to decompress, pray and rest his mind. It is a building of faith which lays the foundation for him to handle whatever comes into his path.

Challenges are not rare for Gary Braden, he has met each one with the same approach since 1976 when he joined the family business, Braden's Furniture, then located in downtown Knoxville. Founded by McKinley Braden in 1956, his wife Mildred was the designer with Gary starting at 15 years of age in the warehouse, the business enjoyed huge success in retail and wholesale furniture sales.

It was a staple of the downtown Knoxville landscape with customers from all over the country shopping the large orange building, a paint scheme designed by McKinley Braden when Gary signed to play football at the University of Tennessee. The closure of the interstate for two years caused a great hardship on the company, forcing the move of operations to a location outside of the downtown area.



*Experienced, award winning interior designers can be found at the Braden's Lifestyle Design Center, an in-house full design service. From small scale to full home redecoration, drapes and accessories, the design center provides a personal, custom approach to clients.*



## Braden's marks 60 years in business

**By Carrie Grey**  
The Braden's furniture companies have been a part of Knoxville's history for 60 years. The family celebrated the company's founding on May 1. The original Braden's started downtown on Hickman Avenue on a two-story, steep, narrow building in the Old City area. In the early 1960s, McKinley Braden's Furniture Company Inc. was relocated to Dale Avenue in a 50,000-square-foot showroom warehouse. Today's Braden and Hazzard's furniture company occupies this spot.

Braden's initially operated as a wholesale furniture distributor, selling to retail furniture stores in five surrounding states. The hotel furniture, always featured high-quality lines, starting to Knoxville's premier designers and hotel customers in addition to serving as a showroom for out-of-state clients, sent in by their dealer network.

Braden's big move came in 1972-73 when McKinley Braden, the founder of the family business, purchased and consolidated several small units off of Western Avenue and built his flagship store—a 100,000-square-foot facility. His son, Gary Braden, joined the family business in 1977.

Braden's continued to operate as a wholesale distributor, expanding into seven states over the next 20 years. In the mid-1980s, Gary opened an import and manufacturing business called API (Association of Furniture Importers), traveling to Asia to pursue furniture imports for the Knoxville area under the API brand for the Braden's wholesale division. To keep the Braden's set up a light manufacturing business behind their Western Avenue location, producing dining room tables, chairs and china cabinets from imported parts.

Later the family opened Braden's Bedding Manufacturing Company. It was through this company that they manufactured mattresses.

In the meantime, the Braden's showroom became Knoxville's finest furniture company as the first gallery-concept store in the United States, home brands like Hickory, Homestead, Country, Drexel Heritage, Hickory Chair, Theodore Alexander and others, as well as pottery and rug galleries, were showcased, each with a 2,000-3,000 square-foot gallery.

In 1982, the Braden family purchased the Fowler Bros. Company of Knoxville and began revitalizing that great company brand, culminating with the construction of a 400,000-square-foot building on North Turner Road in 1989. In 1993, Fowler's was sold to Rhodes Company of Atlanta, which eventually sold again to Dan Fowler from Georgia.

In 2003, Braden's purchased its current facility in Turkey Creek—an up-and-coming area in Knoxville's southeast—on Nov. 10, 2003.

Not everything was always rosy, however. In 2007, Braden's opened a 50,000-square-foot store in Sevierville and bought a new warehouse in Marysville. This was the setting for the problems, according to Gary Braden. Three months later, the store was closed for good. In 2007, Interstate 40 was closed for four years at the downtown Knoxville location. Gary says, "I love the orange and white, but I hate the orange and white barrels!"

The road work, compounded by the economic recession, destroyed the business.

Meanwhile, Winfield Dunn Parkway was under construction for four years, creating a massive traffic jam to the Braden's Sevierville location. Plus the cabin market, a large part of Sevierville's business, fell victim to the "home bubble" meltdown. Both stores were closed in 2009 and 2010 respectively.

After closing the downtown store in 2010, the Braden family combined the brands of downtown and Turkey Creek shops, and this is history. Braden's has again been blessed with incredible growth, more than doubling in six years, still featuring high-quality galleries such as Hickory and Homestead, as well as a patio department and rug gallery. Nick and Gary Braden have a love for the business and the community and plan to keep things in the family for another 60 years.

Braden's Lifestyle Furniture has shown how to build a furniture business and how to build a full-scale design shop, they now offer in-house design services and everything between, complete a space from floor to ceiling. Braden's recently launched a home-staging service, open to help individuals and families sell their homes more effectively. Furniture and more.



The former Braden's showroom on Western Avenue was a huge, state-of-the-art facility when built in 1972-73.







There have been many struggles in the past years, many "it's all over now" moments and that is where in 2011, standing outside of the warehouse in Maryville, Gary Braden found himself again... the non recoverable point for the family business. Then it was over, all of a sudden it was just smoke, it was over and not a total loss. The exact same service vehicle that caused the fire had for unknown reasons also been located in a strategic spot halting the flames. It was a miracle, no other explanation possible.

Moments of despair changing to moments of triumph is the testimony of Gary Braden, he is a book of miracles, each chapter equally amazing with so much of the book still unwritten. This year, marks 62 years of business, now located in Turkey Creek, Braden's Lifestyle Furniture continues the tradition of quality and value. The family business is strong, the foundation of faith is firmly rooted in Romans 8:28, Gary Braden knows his love for God causes all things to work together for good, so he works daily on the legacy purposed for his life.



**11105 Turkey Creek**  
**[www.bradens.com](http://www.bradens.com)**  
**865.777.4059**





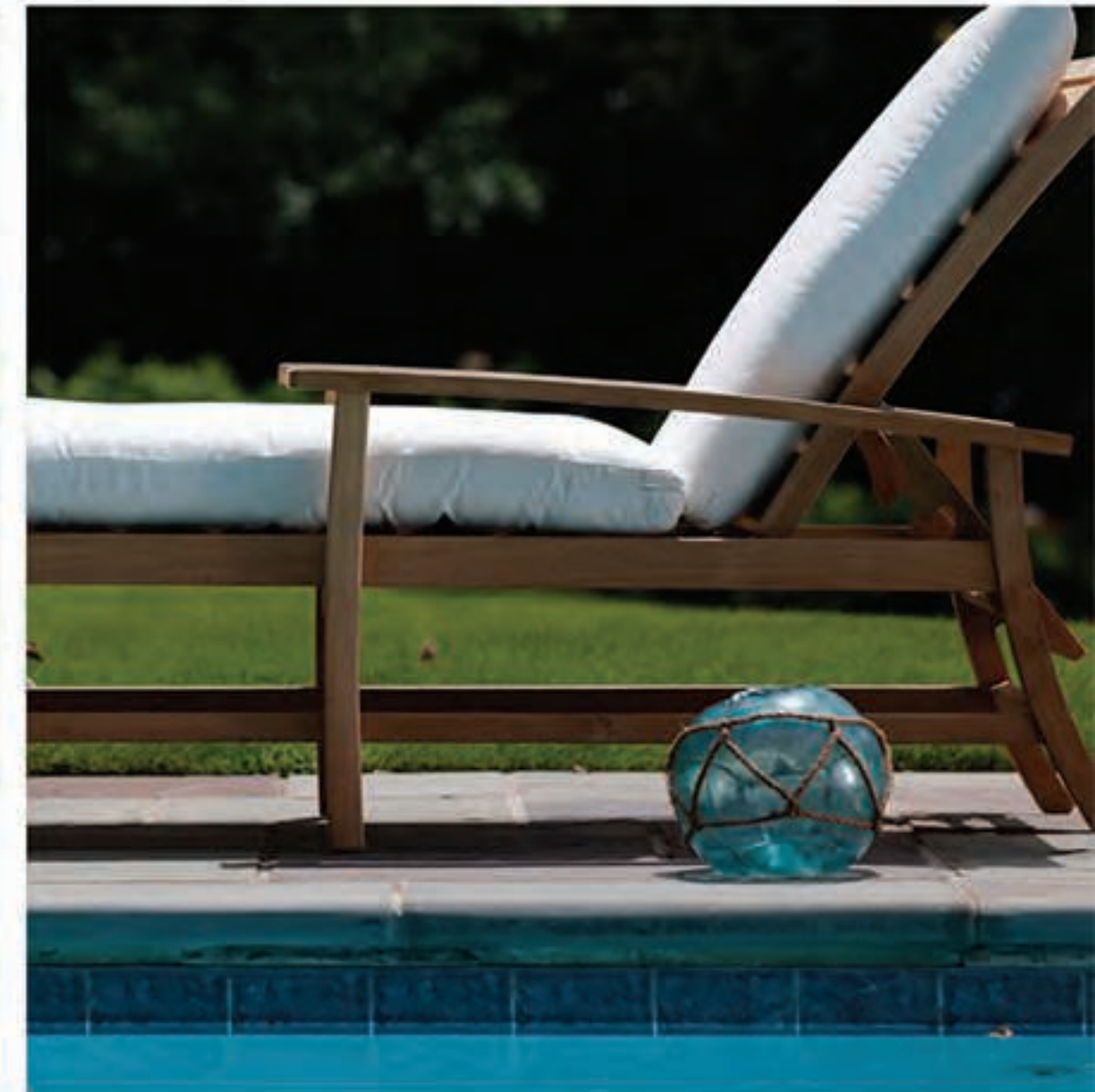
## BRADEN'S Featured Lines:

Stickley, Universal,  
Four Hands,  
Stressless, Rowe,  
American Leather,  
Hooker, Century,  
Hancock & Moore,  
King Hickory,  
Bramble,  
Millcraft Furniture,  
Bramble and  
Classic Home



*Als Ik Kan — "to the best of my ability." has always been Stickley's guiding principle. The old Flemish craftsman's phrase was marked right on the product in the early years, to assure customers that every piece of Stickley furniture was made with skill, determination & integrity.*









LARGEST *Quality* PATIO GALLERY IN TOWN  
SALE STARTS MAY 1





*Gary Braden is the owner and president of Braden's Lifestyle Furniture in Knoxville, TN. Gary is a 2nd generation and 42 year veteran of Braden's Furniture that was started by his father, McKinley Braden in 1956. He took the helm of the business in 1977 and has been the past President of the National Wholesale Furniture Association and member of the Association of Furniture Distributors. Gary was a member of the University of Tennessee Football Team from 1973 to 1976. His affiliations include: Board Member of the Fellowship of Christian Athletes and served as a Deacon at Sevier Heights Baptist Church.*

"TRUE VALUE  
IS WHEN  
QUALITY OF PRODUCT  
AND QUALITY OF  
PRICE MEET. THIS  
IS WHAT WE STRIVE  
TO PROVIDE."

GARY BRADEN, CEO



*We offer a full range of both residential and commercial design services, including custom window treatments. Blinds, shutters, shades, rods and draperies. Professional measuring and installation. Your one stop shop when it comes to interior design.*





## BRADEN'S

Exclusive collection  
of bedding by  
**AIRELOOM**

Old world craftsmanship returns with the Aireloom mattress with synchronized support. Today's Aireloom designs ADAPT and REACT to your body with their unique fill construction, and, in turn, nurture proper body balance. Cushioning layers of Aireloom models feature New Zealand Joma wool, pure staple cotton and Talalay Latex foam. These rich layers maximize comfort, durability and support.



**FEEDING THE ORPHANS**

Did you know that for every mattress sold at Braden's Lifestyles Furniture, a mattress is donated to a child in need? Together with Knoxville non-profit Feeding the Orphans, we are carrying out this great effort in Project Ghana! Ask one of our sales associates for more info!

## BRADEN'S

Warehouse &  
Clearance Center

Fine home furnishings at  
clearance prices,  
located in Maryville.



CLEARANCE CENTER HOURS: MONDAY - FRIDAY FROM 8:30-4:30  
LOCATION: & DIRECTIONS: 119 AIRBAG WAY, MARYVILLE, TN 37801



There is but one chance to make an impression, one moment to connect a buyer with a seller. Imagine in just six steps being able to do that, to sell it.

Nick and Karen Braden have been providing house staging services resulting in sold, sold, sold. They create spaces that buyers simply cannot resist. The family owned and operated business has decades of experience and service to the community, contact them today for a free consultation on Braden's Home Staging.



### SIX STEPS TO SOLD!

Step One  
Contact 865-777-4059

Step Two  
Schedule free in-house consultation

Step Three  
Determine budget

Step Four  
Booking Service

Step Five  
View the transformation

Step Six  
Sell that house!

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