

Birmingham

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Living

Built To Fit

Meet Vogue Furniture Founder
and Birmingham Residents. Greg
Bartelt (right) shown with daughter
Madison Bartelt (left).

Cover photo by Arising Images





Custom closet for a Bloomfield Hills home.



Greg Bartelt with Daughter Madison Bartelt

In addition, each job is built start to finish by the same team of builders which in turn creates pride in each piece of work.

Because everything is built on-site in the Vogue workshop, clients have the opportunity to view their pieces throughout the production process. Another advantage of working with Vogue Furniture is that a lifetime warranty is offered on all of their work.

Greg and Sue Bartelt raised both of their children, (son; Clay and daughter; Madison), in Commerce Township before relocating to Birmingham eight years ago.

When asked what the Bartelts love most about living in Birmingham, they replied, "The Birmingham area represents the hub of Southeastern Michigan Interior Design with the Michigan Design Center and a large variety of interior showrooms in close proximity along the Woodward corridor."

BUILT TO FIT

VOGUE FURNITURE OFFERS CUSTOM FURNITURE AND MILLWORK

"To be successful, the first thing to do is fall in love with your work."
 – Sister Mary Lauretta

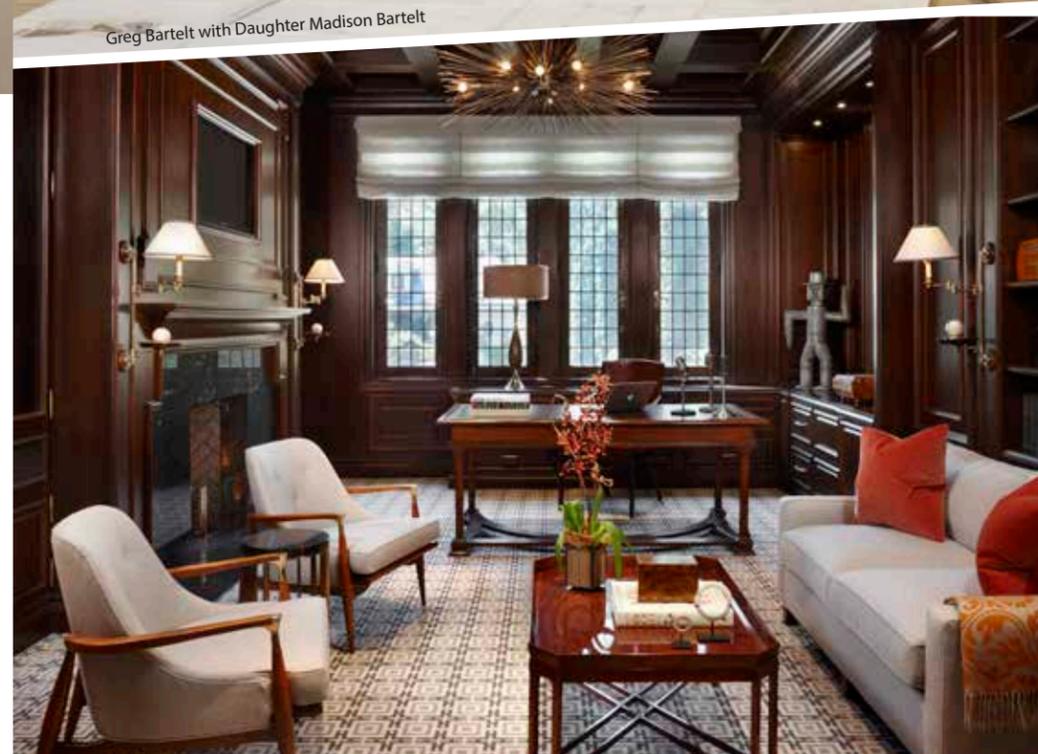
Loving work is the case for Birmingham resident Greg Bartelt, Owner of Vogue Furniture in Royal Oak who creates custom furniture and millwork which they design, engineer, manufacture and install. Vogue Furniture, started in 1977, has received numerous design awards and has been featured in Architectural Digest, Detroit Home and Florida Design, just to name a few.

Bartelt discovered his passion early on while enrolled in an industrial-arts program through his Livonia junior high school focused on metal shop and woodshop courses. It was through these classes that he fell in love with the skill of working with wood, which in turn became a lifelong career. Bartelt was inspired to set up a woodshop in a section of his parent's garage after an encouraging teacher gave him an old band saw to get started.

Going into high school, business began to take off with the production of wooden toys. By his senior year, Bartelt had taken over his parent's garage and had hired a 13-year-old assistant. As business grew and developed into the custom furniture spectrum, the operation was relocated to a Livonia industrial park. In 1998, Vogue Furniture was moved to a much larger space in Royal Oak and just recently expanded that space again to 45,000 square feet.

Vogue Furniture has grown to 40 employees and includes Bartelt's wife, Sue, who serves as the Office Manager. The company culture is something that they pride themselves on. "Our goal at Vogue is to create an environment promoting a love for the industry and employment longevity". That culture speaks for itself as Bartelt's first employee, Jim Reilly, has been with Vogue Furniture for 40 years, and now serves as the General Shop Foreman.

Just recently, Sue and Greg Bartelt's daughter, Madison Bartelt joined the family business as the Marketing Director. Creativity has been a huge part of Madison's life, ever since her father designated a room in their family home to be an "art room", where she would spend hours doing art projects. Madison went on to graduate from Central Michigan University with a degree in Economics. While studying abroad in Rome, Italy during her senior year, she realized her love for architecture, spacial planning and interior design. She spent the next three and a half years preparing to enter the family business.



Custom home office interior by Vogue Furniture in Franklin

She moved to Denver with her husband, Nathan Eddy, where she attended the Art Institute of Colorado and worked at an interior design firm. They recently moved back and now reside in Plymouth, MI.

There are several things that make Vogue Furniture unique. They're an international company servicing the United States and Canada but they continue to operate with small business principles and values. Integrity and innovation are the pillars of their business. They're a full-service company that offers specialized services that include design direction, space planning, hand-drawn and photo-realistic renderings, fabrication, finishing and installation.

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Custom interior by Vogue Furniture shown in a Birmingham home.