

Shopping for furniture is no easy feat. When ordering a custom option, the decisions multiply exponentially—and so does the wait time. But in an age of start-ups, it shouldn't come as a surprise that this disruptive mind-set would eventually make its way to the furniture industry. Within the past few years, a slew of new brands have taken aim at the custom-furniture model, endeavoring to streamline (and shorten) the process for designers and consumers alike. From direct-to-consumer brands like Maiden Home to designer-focused options like Plum, these companies are making selecting your furnishings almost as easy as perfecting your Seamless order. Time to take the plunge on that sofa!



Plum's Reese bench.

Photo: Virginia Macdonald

## Plum

Founded by designer Colleen McGill in 2013, [Plum](#) offers Canadian-made furniture with an array of Holland & Sherry fabrics to both consumers and designers. "The Internet has opened up the world of design, allowing consumers to source furniture and with a breadth and efficiency that was previously unprecedented," McGill says. "This gives them greater choice and information. The world is becoming more comfortable shopping online for larger purchases." For those still hesitant about designing their own furniture, Plum offers design consultancy services.



PIN



SHARE



TWEET

