

Local celebs on what the city needs

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CUSTOM MADE

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**MADE TO
ORDER**

Prefer your possessions be
produced with only you in mind?
Put the “custom” back
in “customer” with this guide
to where to get virtually
anything custom made.

BY *CHRISTY MARSHALL*

• PHOTOGRAPHY BY FRANK DI PIAZZA •

POSITIVELY
NO SMOKING

CAUTION
WEAR YOUR



Owner Tom Junker and manager John Danke

furniture

The entire notion of having products custom made harkens back to eras long gone—of royalty, vintage Hollywood, a time when mass manufacturing and “Made in China” labels weren’t the order of the day.

However, ordering objects to fit your personal tastes can still be done.

From bikes to beds, candy to christening gowns, pretzels to perfume, here are 20 rather unique areas in which you can have items custom-made just for you. And not only are they made in America, most are made right here in St. Louis.

AFGHANS, BABY BLANKETS AND SWEATERS

If you love the look and feel of hand-knit products but have no intention of whiling away hours clicking needles together, turn to Pennie Carlson, owner of **PENNIE'S PLACE** (10414 Manchester, 314-821-1728). She has one customer from Michigan who calls for a custom baby blanket every time she has a new grandchild. The cost: \$15 an hour. Afghans and sweaters can start around \$200.

Or if you prefer your afghan have the touch of fine silk and the softness of cashmere, call Jen Sertl, owner and operator of **ANGELINA'S ACCOUTREMENTS, LLC** (314-729-7048, www.angelinaaccoutrements.com). “I’ve always loved textiles,” Sertl says. “My grandmother was a seamstress working downtown. She always gave us scraps of fabric. That instilled into me that you should use whatever you had.” From a childhood of stapling clothes to her dolls, Sertl grew up and started making patchwork scarves, using remnants of velvets and silks. Then a cousin in the textiles industry offered up some

Several places around town do custom furniture, but the granddaddy of them all is **ZOLLINGER FURNITURE** (4821 Fairview, 314-832-1555), which has been turning out custom-made furniture since 1893. The current owners, the Junker family, have run the business for 80 years. While much of their business is in upholstering furniture and refinishing and repairing antique treasures, they do build to custom specification. For example, the craftsmen recently completed a half-circle sofa that’s 13-feet, 1-inch long and built for a room in a silo. (Matters were complicated considerably when the owner picked a plaid fabric.) The cost of custom-upholstered furniture runs about 25 percent higher than retail. The company also employs a wood maker who will carve pieces to order. Or if you need an extra leaf for the dining room table, Zollinger will make it for a cost beginning around \$800 for maple.