

H.D. Buttercup to expand

Cole envisions 20 more stores for “manutailer” concept

CULVER CITY, Calif. — H.D. Buttercup founder and CEO Evan Cole says he plans to expand his first store here this year and roll out the “manutailer” concept to 20 additional locations over the next five years.

In a press release, the company said the first store, which opened in May 2005, financed solely by Cole, was profitable its fourth month and was projected to do \$19 million in sales in its first year.

The 100,000-square foot store in the old Helms Bakery Building in west Los Angeles contains about 50 vendor displays — from upscale furniture to books to artwork, jewelry and apparel — where the manufacturers sell directly to the consumer.

A 40,000-square-foot expansion is slated to open this year as is a 150-seat restaurant, bar and sidewalk café that will be operated by an independent restaurateur. H.D. Buttercup also plans to launch and in-house design service this year.

The company didn’t disclose the locations for the planned new stores or a detailed timeline. Cole, former CEO of ABC Carpet and Home in New York, could not immediately be reached for comment.

Furniture “manutailers” in the first store are Aaron Thomas Plastics, Against the Grain, Alphaville, Asia Minor, Blue Fish, Blu Dot, Casa de Campo, Central Station, Costantini Design, Directions, Era, Ethnicraft, Floor Model, Haute House, In Home, Khyber Pass, Material Culture, Spazio Di Vita, Team HC, Teo Twenty Gauge and Wabi Sabi.