

s is hard to stack up against
payments, school expenses and the

ad Dean J. Ramler might have
rounded by couches but he's
worked for eight years in the
ture business that his grandfather
also studied for a double degree
g and management, so at 26 years
with time in Europe under his belt,
ll equipped to recognise what he
as a gap in the market.

nted to buy an Eames reproduction
ves, and couldn't afford \$2000.
e looked into it we found you could
ll it for \$1000 and still have a profit
0 is ridiculous. One company had the
to themselves for ten years," he said
lously.

these reproductions. They were designed in the
'20s, '30s and '40s, so
you're either buying a
reproduction or a very
old chair," he said.

Dean and his
business partner
Ruslan



container, before
better to outsource

"We started with
really well, we ha
have around 20 fu
and our bargainin
"Customers love t
middlemen. We've
of the factories to

With all the cha
design represente

“ Our aim is to
designer fu
for all Austr

h.
s up for
ed furniture
ailed thanks to
le for All' attitude.
ake designer furniture
all Australians," said Dean.
yle needn't be the province of the
-rich, and that's probably just what the
original designers intended.

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