

Boys vs. girls rooms: What sells?

What sells when it comes to boys rooms vs. girls rooms? Youth furniture producers say parents gravitate toward durability and function for boys and style and design for girls.

Durability, function edge out style for boys' bedrooms



Thomas Russell // Senior Editor, Furniture Today • July 30, 2018

HIGH POINT — From a sales standpoint, boys' bedrooms may not equal the overall volume of girls' bedrooms. In fact, most resources say they trail the girls' category by double digits, with girls achieving 60% or more of overall youth sales.



But that doesn't mean that boys bedrooms aren't getting the attention they deserve at youth resources. Instead, from a style standpoint they are mirroring some of the styles in adult bedrooms, particularly in finish and wood species.

Joseph Shamie, president of nursery and youth furniture resource Delta Children, said that farmhouse styles and rustic finishes are doing well on the boy's side of the business.

"These rugged styles have been dominating sales across all ages," he said, adding "We've also seen lighter colors such as whites and light grays becoming increasingly popular over the more traditional browns and espressos."

He noted that farmhouse designs also are popular on the girl's side of the business, adding that they are particularly versatile by adding masculine or feminine bedding, giving the furniture "a totally different look and feel."