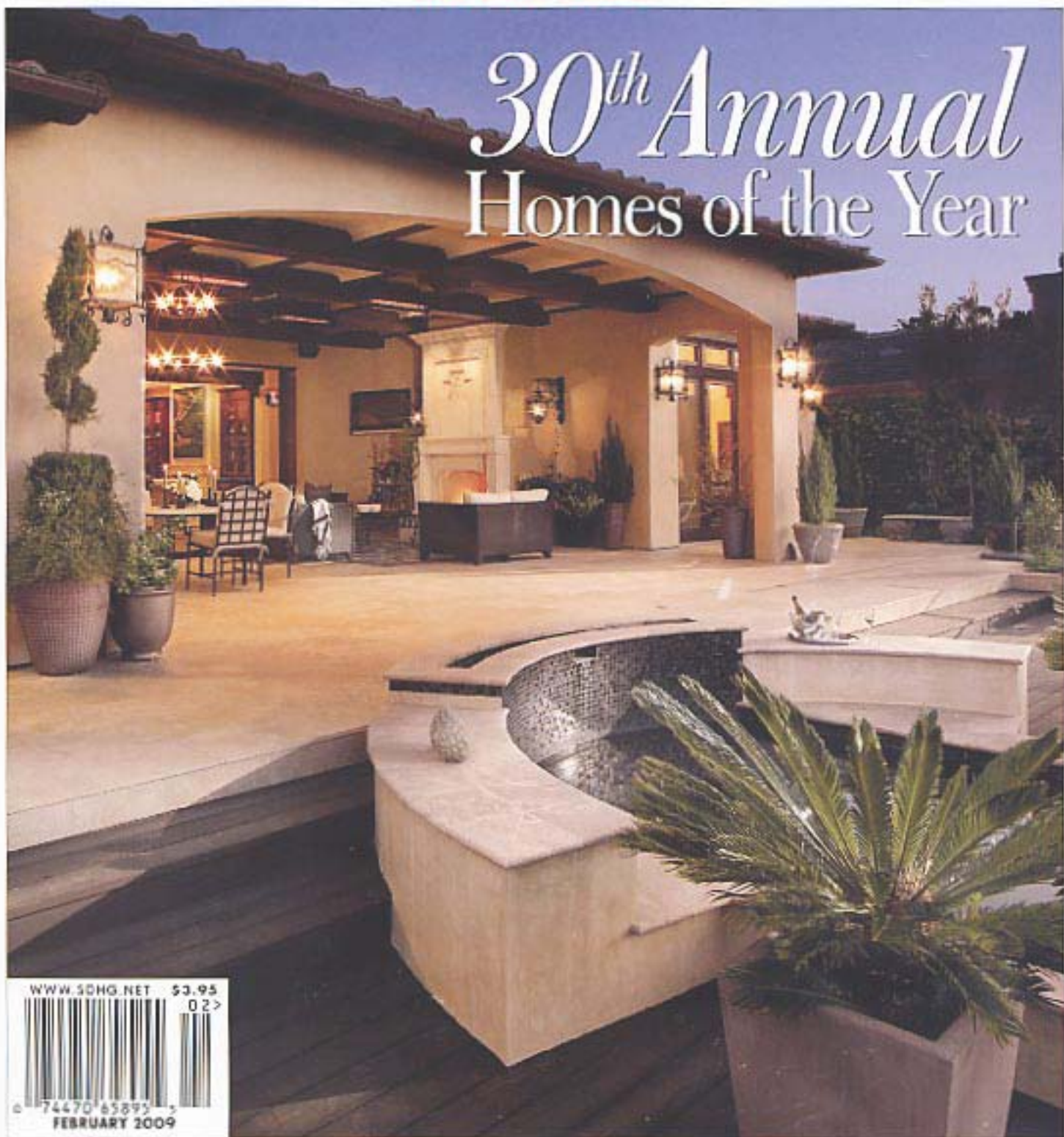


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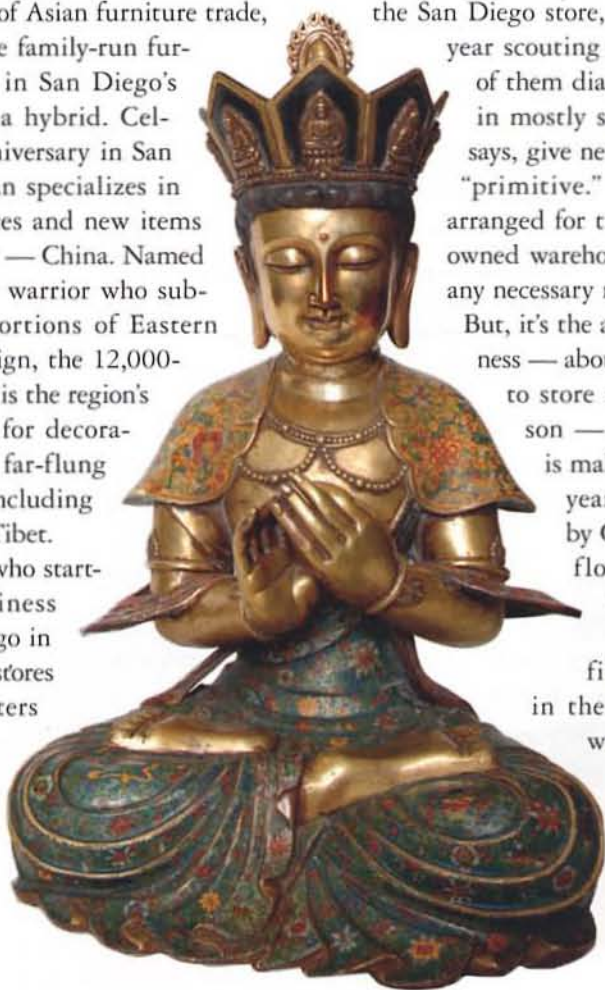


Anne Wang Chen

In the exotic world of Asian furniture trade, Genghis Khan, the family-run furniture showroom in San Diego's Morena District, is a hybrid. Celebrating its 30th anniversary in San Diego, Genghis Khan specializes in antiques, period pieces and new items from just one country — China. Named for the 13th-century warrior who subjugated Asia and portions of Eastern Europe during his reign, the 12,000-square-foot operation is the region's one-stop showroom for decorative goods from the far-flung Chinese provinces, including Inner Mongolia and Tibet.

Anna Wang Kao, who started the family business more than 35 years ago in Guam, still runs the stores there, while her sisters and brother are here in San Diego following in her footsteps.

Anne Wang Chen, the buyer for



the San Diego store, goes to China twice a year scouting for treasures — many of them diamonds in the rough — in mostly small villages that, she says, give new meaning to the word "primitive." Once purchased and arranged for transport to the family-owned warehouse, Chen's finds await any necessary restoration or changes.

But, it's the antique side of the business — about 80 percent, according to store manager Sandra Johnson — where Genghis Khan is making its mark. Over the years, antiquing in China by Chen has created a huge flow of product to San Diego.

"Currently, we're finding excellent pieces in the more remote Northwest provinces along the ancient Silk Route, including Inner Mongolia," says Chen. "For the most part our store inventory



reflects antiques from every corner of China.”

Johnson, who has been with the family for 20 years, says Asian style remains popular because of its adaptability over the years to work with traditional or modern decors. Chinese antiques and furnishings blend nicely into most contemporary and Mediterranean homes.

When it comes to designer support for clientele, Genghis Khan does not have interior designers on staff, but encourages customers to discuss projects with the experienced staff or invite their own designers to accompany them on showroom visits.

SHOPPING TIP

Every three to four weeks, savvy customers know the store receives containers of new merchandise from China that go directly to the showroom floor. Call the store for delivery dates. Also, by appointment, the staff will arrange a visit to the firm's 8,000-square-foot warehouse.

SIGNIFICA

HISTORY: Founded 1978

OWNERS: The Wang family

LOCATION: 1136 Morena Blvd.,
Morena District

PHONE: 619/275-1182

HOURS: 10-6 Mon.-Sat.
Noon-5 Sunday

WEB SITE: www.gkfurniture.com ■