

The Business of Furniture | February 14, 2025

# BOF

A photograph of a warehouse interior. In the foreground, a teal forklift is positioned, with a worker in a blue shirt and dark pants operating it. To the left, there are tall stacks of yellow cardboard boxes, many of which have the 'via' logo printed on them. The background shows the industrial structure of the warehouse with high ceilings and metal beams. The overall scene depicts a busy logistics or manufacturing environment.

**Industry Insights: A Look Inside  
Flokk's Recent Acquisition of Via Seating  
by Stefanie Schwalb**



**You Asked and We Listened: Now published Friday afternoons, BoF contains a complete review of all the latest and breaking industry news for the week, special feature editorials, along with the latest product introductions and industry events - keeping you informed of all the industry happenings.**

# BoF

The Business of Furniture

Friday, February 14, 2025

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## DecoScape Enters the Market with Forward Thinking Design and US Based Manufacturing in Miami, FL

DECOSCAPE'S MASSIVE MIAMI FACILITY HOUSES THE LATEST IN STATE-OF-THE-ART MACHINERY, AND ITS IN-HOUSE PRODUCTION ALLOWS MARKET RESPONSE UNLIKE ANY SEEN BEFORE.





**D**ecoScape, a new force in upscale outdoor furniture, has officially launched under Steven Bramson, a seasoned executive with a track record of building and transforming globally recognized brands. The new brand enters the market with a 300,000-square-foot, state-of-the-art manufacturing facility in Miami, set to redefine the outdoor furniture industry with U.S.-based production, material innovation, and market-driven solutions.

Steven Bramson brings over two decades of leadership experience to DecoScape, having previously served as President of Humanscale for 24 years and most recently as CEO of Human Active Technology. Over his career, he has successfully scaled businesses from \$5 million to over \$350 million by building strong teams, fostering sustainable growth, and delivering product excellence.



“We’re embarking on an exciting journey with the launch of DecoScape. I’m honored to be part of a new chapter for the outdoor furniture industry, setting higher standards and addressing gaps in product and market segments that have been overlooked,” says Steven Bramson, CEO of DecoScape. “We have an incredible team behind the brand, and I’m eager to support them in driving progress and creating a meaningful impact.”

DecoScape’s massive Miami facility houses the latest in state-of-the-art machinery, and its in-house production allows market response unlike any seen before. The company employs slightly under 225 people at the Miami facility, manufacturing everything from raw goods to finished products in Miami. This level of in-house production is virtually unheard of for the industry and positions DecoScape to bring great products to market while significantly reducing delivery times. The investment in the facility and its cutting-edge technology and skilled personnel underscores the brand’s commitment to material innovation and quality control, creating









new products with mixed-media use of materials such as aluminum and composites, in-house upholstery production, custom fabrication, and more.

Offering a reliable supply chain is a cornerstone for the new brand as it addresses critical challenges within the industry. The new facility enables the brand to control production, offering unmatched flexibility, maintaining strong inventory positions, reducing delays, and ensuring that orders can reliably meet customer demands. As the industry continues to move towards customization and battles long lead times, DecoScape rises to the occasion, responding quickly to market demands with custom orders.

DecoScape's infrastructure is designed to deliver tailored solutions. Every product begins with the design team's vision and is brought to life entirely in-house. Each step is carefully executed under one roof, from precise material fabrication and flawless finishing in the powder coat line to expertly crafted upholstery and meticulous assembly. This seamless process reflects the team's dedication to creating furniture that exceeds expectations and redefines excellence in the industry. Together, they ensure that DecoScape delivers not just products but extraordinary experiences. **BoF**