



WHAT IS SALSA STYLE?

Salsa Style is more than a look; it's a lifestyle. Salsa style reflects a return to basics, where families live, dine, and entertain at home. The feel is comfortable, spacious, and welcoming. A Salsa Style space invites you to rest your feet on the coffee table, sip wine on the sofa, or lose yourself in an oversized club chair.

Salsa Style reflects California's heritage, mixing the flavors of Spanish colonial and early ranch with Native American and Mexican influences. It emphasizes craftsmanship captured in timeless, one-of-a-kind handmade pieces.

Husband and wife team Edna Hayes and Bruce Needleman, owners of Salsa Trading Company, a California home lifestyle store, created and defined Salsa Style. They discovered a need for well-made, handcrafted furnishings when decorating their own home. Contemplating opening a home furnishings/lifestyle store, they purchased Salsa, a small store in Larkspur, California.

Hence the birth of Salsa Trading Company. A transformation and expansion, from 1,800 to 7,000 square feet of space, featuring thoughtful vignettes of Salsa Style rooms, launched the concept the first year with sales soaring 500%.

Salsa Trading Company is now located in Sonoma, California. Hayes and Needleman create their own designs, which are handcrafted by families in Mexico and India. Their design philosophy is simple: "Bigger is better and less is more".

Many pieces are custom designed and elements are sought out for individual customers. For instance, they scoured the United States and Mexico in search of an antique counter, which they located in an abandoned general store and transformed it into a spectacular bar for a client's home.

Salsa offers hand-rubbed leather upholstery, one-of-a-kind, wooden furnishings incorporating recycled woods and antique doors, hand-forged iron works, furniture and fixtures made of stone.

The Sonoma Store now features a "cocina" room with a traditional brick floor laid with sand rather than mortar. Custom kitchen islands offer recycled wood choices complemented by travertine or hammered copper tops. Hand-forged wrought iron pot racks display hammered copper pots and pans. Lead free pottery, designed exclusively for Salsa, is displayed in hand painted hutches featuring landscape scenes. In the cantina, ten-foot custom old wood bars with hammered copper tops are showcased with an array of iron and leather barstools.

Rugs, mirrors, wall art, unique accessories, lamps and sconces further enhance the Salsa lifestyle. It also embraces art wear such as Native American jewelry, hand-tooled luggage and handbags, and ceremonial treasures from Native American Indians, such as peace pipes and authentic bows and arrows.

Salsa Trading Company is not just a design resource, but a lifestyle shopping resource," says Needleman. "We rarely see a customer just once."

Salsa Trading Company is located at 20490 Broadway in Sonoma, California. The store is open Monday through Saturday, 10 am to 6 pm; Sunday noon to 6 pm; and by appointment. Call 707-939-1710 to reach the store, or visit salsatrading.com for a visual tour.

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