

ANDRIANA FURS

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Andriana Furs offers a large variety of outerwear at its Chicago showroom.

Chicago Tribune

Illustrious furrier known for customer service

If you're looking for a fur, or outerwear of nearly any kind, Andriana Furs is the place to be.

The company, which is iconic in the Chicago area, was founded 30 years ago by S. Tebyanian, who was visiting Chicago to help a friend in the wholesale fur business and got hooked on the city and the business.

"I fell in love with the city," he recalls. "I saw a store for sale and I bought it."

Since that beginning, Andriana Furs now boasts a 14,000-square-foot store that offers nearly any sort of outerwear imaginable.

"We have every kind of outerwear," Tebyanian says. "We have furs, shearlings, wool, cloth, suedes, leathers made in Italy, cashmere, and raincoats that are reversible to fur. There isn't any kind of outerwear that we don't have."

To provide customers with the widest range of choices in quality materials and styles, the inventory at Andriana Furs is always expanding. Loyal customers return to add to their outerwear collections.

"Every year we add to our inventory," Tebyanian says. "Our best advertising is word of mouth. Our customers know we offer quality and attention to detail. They come back year after year."

Andriana furs come in a range of styles from classic to contemporary.

"Mink is a classic. Every woman should have a mink," Tebyanian says.

Long hair beaver coats or minks are designed for cold weather; sheared beavers or minks are more suitable to warmer winter weather.

The company also offers fur restyling, repair, and storage. It's one stop for anyone wanting to maintain and care for a fur.

"Our customers bring in their coats for service," he says. "We clean and condition them or re-style them — all on the premises."

Accessories of all kinds are another popular item that customers seek to stay warm even on Chicago's most brutally cold days. Hats, headbands, earmuffs, scarves, neck warmers, gloves, and capes are among the offerings. Capes in a variety of materials, from leather to cashmere, and accented by fur trims or decorations are much in demand.

"Capes are very versatile. People can wear them in different ways," Tebyanian says.

Children are not forgotten at the store that carries a line of children's furs that are warm and durable, but won't do too much damage to the pocketbook.

"They're inexpensive because children grow so fast," Tebyanian says.

The staff is highly trained to provide superior customer service and to help customers make a purchase they'll love for years to come.

"If you don't know what you want, come in and look," Tebyanian says. "We can educate our customers about furs and help them decide what is right for them — no matter what the weather or the occasion."

Tebyanian attributes the longevity of Andriana Furs to happy customers who tell their friends about the store, and then come back to buy again. Their television commercials are well known too.

"Andriana Furs is a household name in Chicago and we have a jingle that everyone knows," Tebyanian says.