

A bright, modern living and dining area. In the foreground, a rustic wooden dining table is surrounded by white chairs. A green pendant light hangs from the ceiling. In the background, a black sofa is visible, along with a small white coffee table and a black chair. The room is filled with natural light from large windows. A white shelf on the left holds various items, and a plant is visible on the right.

What is Selency's curation?

Selency®

#01

Selection basis

Selency has a strong minded idea of what our catalogue should be proposing. This philosophy gives real consistency and strength to our catalogue.

This choice is both our identity and showcase: it conveys our personality.

We are dealing refined vintage products which have style, charm and are witty and cool.

That's precisely what our customers are looking for and that's why we only accept uniques furnitures and decorative objects able to take real place in today's interiors.

This chart is considered as a guidebook of our main selection rules to avoid you losing time picking the wrong items while creating new ads. But let's be honest: you will not find all the details concerning our skills in here because as you can imagine, we have our little secrets to keep. And that's what makes the magic in here.



**We
do
not
accept**

Big Company-industrial brands/labels
(Fly, Ikea, Maisons du monde, etc.)



New products



Handcrafts

(even if made with vintage materials)



**We
do
not
accept**

Pieces of art



Religious objects



Non decorative games and toys



**We
do
not
accept**

Non-decorative leather goods or suitcases



Bedding & cuddly



Promotional items

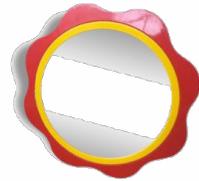


**We
do
not
accept**

Household appliances



Plastic items (apart from designer's)



Gilded tableware



#02

The photo

It's of course the main seller strategy and therefore has to be as flattering as possible and maintain the harmony of the catalogue at the same time:

- A minimum of **2 pictures** are required for each item
- The 1st picture or «main picture», the one we get to see on the catalogue has to clearly present the item in its **entirety**. It has to be taken **frontally** (and **be clear and distinct**). The product must be free of any heap (**nothing on, nothing inside and eventual doors must be closed**)
- The catalogue main picture for transparent item has to be taken systematically through a **white background**, so that once it's cropped up the result will be clean
- The main picture for **set** items has to show the whole set to clarify the kind of proposal made to the buyer
- Be careful with the lighting when you take a picture; day light and a clear background will better testify and enhance colors while an artificial light (like a flash) will corrupt the reality of the product



Common mistakes

Glass made table without white background



No



Yes

Objects on the furniture



No



Yes

Folded and truncated tablecloth



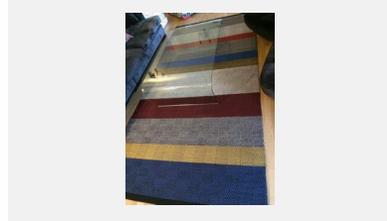
No



Yes

Common mistakes

Truncated rug carpet with objects covering it



No



Yes

Light on



No



Yes

Open door



No



Yes

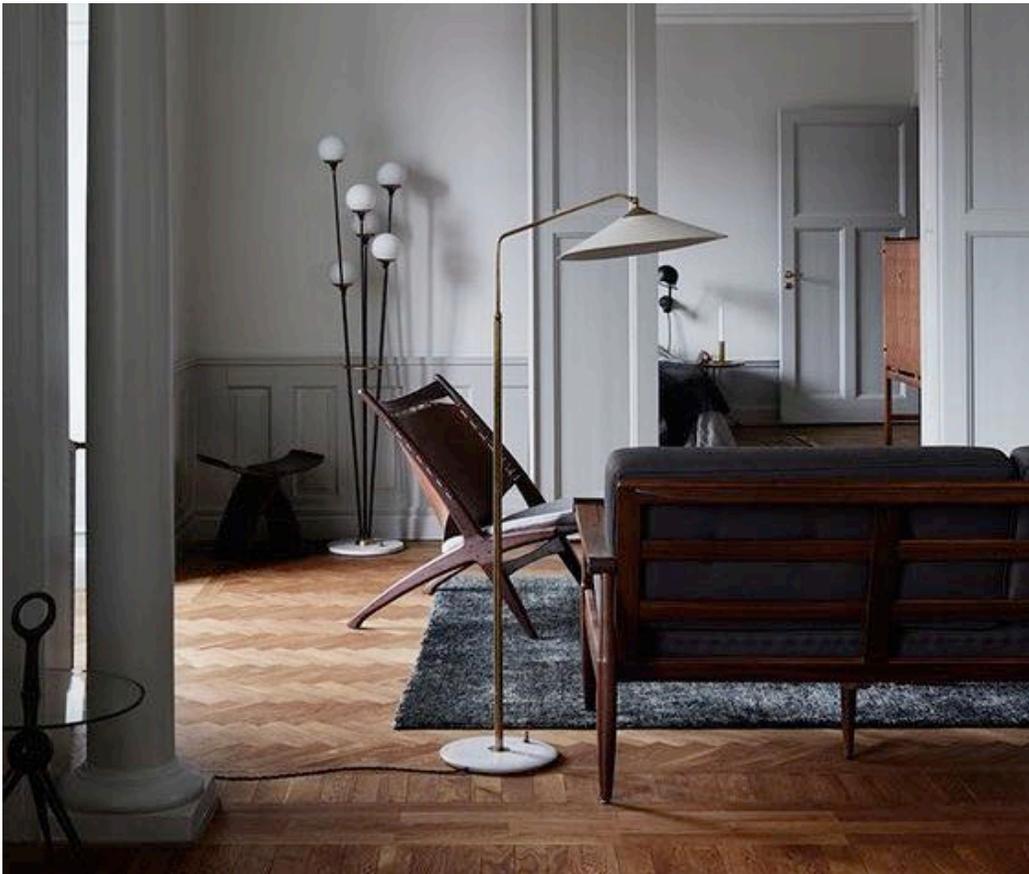
#03

Tricks

The perfect advert exists. Hereby some details you should be thinking at when you create one.

- Mention the **dimensions** for rugs and mirrors in the title. Every buyer looks for a certain size of product according to the space he has available. Give him a hand to find the rare gem!
- **Never put capital letters** in the title or in the description.
- Mention the **batch numbers** under «quantity» and not the pieces by set.
- Add the **delivery options**, this will increase your chance of selling.
- If your product doesn't have a category it simply means that **we don't accept it** on the website.

For any doubt or further questions do not hesitate to get in contact with the selection's team at: selection@selency.com



Selency catalogue: categories

Furniture

Table

- Console table
- Side table
- Coffee table
- Dessert trolley
- Dining table
- Nesting table
- Bedside table

Storage furniture

- Wardrobe
- Bar
- Bookcase
- Sideboard
- Crate, trunk & chest
- Chest of drawers
- Long sideboard
- Workbench
- Shelves
- Sewing table
- Display case

Desk, Writing desk & Dressing table

- Desk
- Dressing table
- Secretary desk

Bed & Headboard

Seating

Armchair & Rocking-chair

- Rocking-chair
- Armchair & low chair

Bench

Sofa

- 2 seats
- 3 seats
- 4 seats and +

Chair

Stool, Pouffe & Ottoman

- Footstool, pouffe & ottoman
- Stool

Kids

Kid's room furniture

- Cradle, Moses basket & coats
- Storage crate
- Desk & school desk

Toys

- Ocking horse
- Old toy
- School chalkboard & school poster
- Tricycle, car & scooter

Kid's seating

- Kids chair
- Kids armchair & rocking chair

Lighting

Table Lamp

- Bedside lamp
- Flexible lamp

Wall lamp

Pendant lighting

Ceiling lighting

Floor lamp & Spotlight

- Floor lamp
- Spotlight

Decor

Art

- Chest & plaster
- Fashion sketch
- Portrait in oil

Tableware

- Plate
- Bowl, mug & cup
- Scale
- Bottle, carafe & pitcher
- Sweet jar
- Candlestick & candelabrum
- Small dishes, ramekin & egg cup
- Tray
- Platter & salad bowl
- Container & spice pot
- Ice bucket
- Teapot, coffee maker & kettle
- Drinking glasses

Decor and accessories

- Fireplace accessories
- Desk organizers
- Glass cloche & wedding dome
- Jar, flask & siphon
- Hashtray
- Demijohn & carboy
- pediment & old door
- Juju Hat
- Screen
- Sign & letter
- Alarm clock
- Untitled
- Vase
- Fan
- Trinket bowl

Carpet, rug & animal skin

- Carpet & rug
- Animal skin

Decor & accessories

- Poster
- Couture, dummy & shoetree
- Earth globe & geographical map
- Typewriter
- Music & sport
- Scale model
- Curiosity items
- TV, Téléphone & camera

Soft furnishing

- Cushion
- Tablecloths & napkins
- Jute bags

Storage

- Basket
- Hook & coat rack
- Bottle holder
- Umbrella stand
- Magazine rack & record holder
- Suitcase & hat box

Mirror

- Barber & Tryptych
- Classic
- Beveled mirror
- Mirror shapes
- Rattan, sunburst & witch mirror
- Venetian & art deco mirror
- Scandinavian mirror
- Uncommon mirror

Garden accessories

- Bird cage
- Outdoor furniture
- Outdoor lighting
- Home garden accessories