

A modern, minimalist interior space. In the foreground, a wooden dining table with white chairs is visible. A green pendant lamp hangs from the ceiling. In the background, a black sofa and a white bookshelf are visible. The room is bright and airy, with large windows on the left side.

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 loosing 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 littles 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

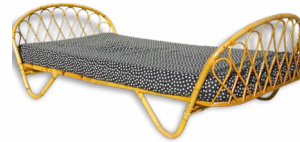


**We
do
not
accept**

Non-decorative leather goods or suitcases



Bedding & cuddly



Promotional items

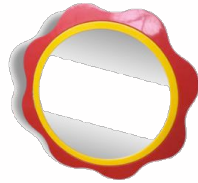


**We
do
not
accept**

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



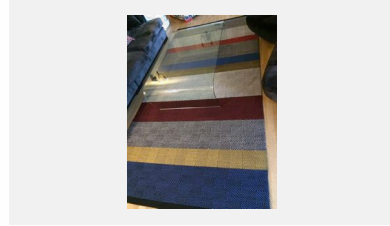
No



Yes

Common mistakes

Truncated rug carpet with objects covering it

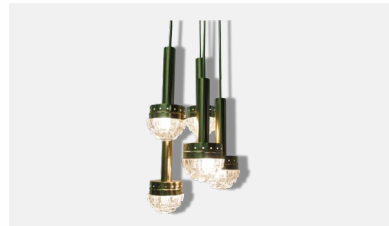


No



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	Seating	Lighting	Decor	
Table <ul style="list-style-type: none">Console tableSide tableCoffee tableDessert trolleyDining tableNesting tableBedside table Storage furniture <ul style="list-style-type: none">WardrobeBarBookcaseSideboardCrate, trunk & chestChest of drawersLong sideboardWorkbenchShelvesSewing tableDisplay case Desk, Writing desk & Dressing table <ul style="list-style-type: none">DeskDressing tableSecretary desk Bed & Headboard	Armchair & Rocking-chair <ul style="list-style-type: none">Rocking-chairArmchair & low chair BenchSofa <ul style="list-style-type: none">2 seats3 seats4 seats and + ChairStool, Pouffe & Ottoman <ul style="list-style-type: none">Footstool, pouffe & ottomanStool <div>Kids</div> Kid’s room furniture <ul style="list-style-type: none">Craddle, moses basket & coatsStorage crateDesk & school desk Toys <ul style="list-style-type: none">Ocking horseOld toySchool chalkboard & school posterTricycle, car & scooter Kid’s seating <ul style="list-style-type: none">Kids chairKids armchair & rocking chair	Table Lamp <ul style="list-style-type: none">Bedside lampFlexible lamp Wall lampPendant lightingCeiling lightingFloor lamp & Spotlight <ul style="list-style-type: none">Floor lampSpotlight	Art <ul style="list-style-type: none">Chest & plasterFashion sketchPortrait in oil Tableware <ul style="list-style-type: none">PlateBowl, mug & cupScaleBottle, carafe & pitcherSweet jarCandlestick & candelabrumSmall dishes, ramekin & egg cupTrayPlatter & salad bowlContainer & spice potIce bucketTeapot, coffee maker & kettleDrinking glasses Decor and accessories <ul style="list-style-type: none">Fireplace accessoriesDesk organizersGlass cloche & wedding domeJar, flask & siphonHashtrayDemijohn & carboypediment & old doorJuju HatScreenSign & letterAlarm clockUntitledVaseFanTrinket bowl Carpet, rug & animal skin <ul style="list-style-type: none">Carpet & rugAnimal skin	Decor & accessories <ul style="list-style-type: none">PosterCouture, dummy & shoetreeEarth globe & geographical mapTypewriterMusic & sportScale modelCuriosity itemsTV, Téléphone & camera Soft furnishing <ul style="list-style-type: none">CushionTablecloths & napkinsJute bags Storage <ul style="list-style-type: none">BasketHook & coat rackBottle holderUmbrella standMagazine rack & record holderSuitcase & hat box Mirror <ul style="list-style-type: none">Barber & TryptychClassicBeveled mirrorMirror shapesRattan, sunburst & witch mirrorVenetian & art deco mirrorScandinavian mirrorUncommon mirror <div>Garden accessories</div> <ul style="list-style-type: none">Bird cageOutdoor furnitureOutdoor lightingHome garden accessories