



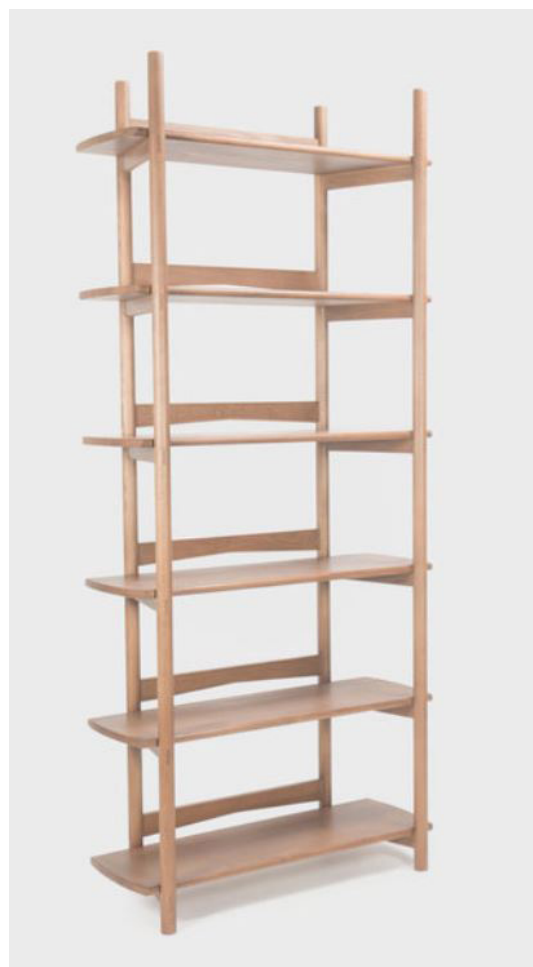
Shapes shape our choices, our actions, and how we feel.

Located in Brooklyn, NY -- Creative Director: Antares Yee
Smaller-scale custom furniture company

Price Range: I would consider Sun at Six a little on the higher end of the market. Although their pieces are affordable, too many people it may seem a little pricy. In relation to other companies like Sun at Six, their price range is similar. I feel as if this company is tailored to clients and customers that appreciate handcrafted raw material furniture.

I think that the overall feel of Sun at Six is similar to the way I want my collection to feel. It is very simple, straightforward, and elegant. The styling is a little different than what The Comfort of Curves portrays. My collection is I feel is a little more feminine and not as rustic and bohemian feeling like Sun at Six. They have something that I am striving for, a very cohesive look throughout every piece. I think it is important that each piece can stand on their own but also go in different combinations with other pieces.

Sun at Six's design language is very clear and concise. When you pull up their site, you see exactly what they are trying to portray. I really like the black and whiteness of the styling of their work. You can see exactly what each piece is without a lot of filler. I found there are a lot of words that are used throughout their site that I have also used to explain my collection.





Furniture and Decor for the Modern Home

Northbrook, IL

Owner: The Otto Group

Size: Global

CB2 is intended to appeal to more budget-conscious apartments and first-time homeowners. I think that CB2 is reasonably priced for the products that they offer. Because their brand is more modern and relevant I think it appeals to younger generations in terms of designs. Some products can be more pricy than others, but as far as overall pricing I think it is reasonable.

CB2 offers many different styles and designs that can be tailored to different clients and customers. I think their concept and brand analysis is similar to what I am achieving with my collection. Their designs are modern and simplistic with some flashy details. Although each piece is drastically different, the overall feel of their pieces is very concise. The overall vibe that they are radiating is kind of funky, clean, and modern. I like that many of their pieces are muted in color so therefore it will blend with people's styles.



ETHAN ALLEN®

We Make the American Home

88 Years of Legendary Quality, Exceptional Craftsmanship & Personal Service.



Danbury, CT

Owner Nat Ancell CEO Farooq Kathwari

Size: Global

I think that Ethan Allen is overpriced for the quality of the furniture. They broadcast that they have great craftsmanship, but I don't think that it is worth the price. Although their products are pretty, they are kind of old school in terms of design. I think some products are well priced in terms of what the product is. But overall I think the quality of the furniture is nothing to rave about and is very traditional.



Ethan Allen is a lot different in comparison to the collection that I have designed. They are way more traditional and are more tailored to older generations. I think if they were to adapt a collection like mine, they could pull in millennials and increase profit. Ethan Allen and many other chain furniture



stores are trying to get younger generations to be interested in their products. Their brand analysis is tailored around having different styles and colors that can be adapted to any client.