

LOGO AND TITLE REDACTED

Fun Fact!

This is our latest addition from [REDACTED], providing a more angular counterpart to our best selling [REDACTED]. Looking to add character to a bland bedroom? The [REDACTED] distinctive headboard is the perfect solution, creating a focal point that will bring sophisticated charm and personality to any space.

Features and Benefits

We continue to see rich oranges and deep earthy tones trend in fashion and design. The **turmeric** velvet on Plaza evokes a sense of comfort and sophistication, adding a touch of golden sunshine to any bedroom.

[REDACTED] Warm White

offers a sophisticated take on white, featuring a subtle texture that adds depth and interest.

Remember, we have 31 additional made to order fabrics (and 3 made to order leathers) that they can choose from.



Since its [REDACTED] launch, the [REDACTED] has quickly become a **[REDACTED]** pattern for [REDACTED] bedroom.

The **light brown oak legs and base** offer a versatile neutral tone that complements any wood finish or material while pairing casegoods and benches.

Popular Add-Ons



REDACTED



REDACTED



REDACTED



REDACTED

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Fun Fact!

[REDACTED] continues to be our **top selling** pattern in Bedroom! Designed by [REDACTED] who continues to produce unique, instant favorites.

Features and Benefits

This season, we added Light Blue velvet, which remains a **key color** for [REDACTED] story. The calming hue of [REDACTED] fabric creates a peaceful sanctuary for rest and relaxation.

For the customer seeking a light fabric option without the texture of boucle, **[REDACTED]** is our top selling MTO fabric for [REDACTED]. It's priced the same as our stocked fabrics.

Remember, we have 31 additional made to order fabrics (and 3 made to order leathers) that they can choose from.



The [REDACTED] soft, rounded upholstery provides the **ultimate comfort** option for those who prioritize relaxation when shopping for beds.

Although boucle remains a popular choice, we're also recognizing the growing trend towards this **luxurious velvets** over boucles. Diana Blue is the second velvet option we've added for the Diana bed.

Popular Add-Ons



REDACTED



REDACTED



REDACTED



REDACTED

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Complete the Room

So your customer has selected a bed, what else should you suggest they take home?

Mattress - seems like a no-brainer, but make sure they have a mattress for their new bed!

Bedding - Like the jewel on a crown, no bed is complete without a complementing sheet set and duvet. If they don't need new bedding, what about an accent pillow?

Case Goods - Nightstands, armoires, storage benches all add decorative storage options to the room.

Save the Sale

Elevate the Experience: ; A customer has left a review on the [REDACTED] website for the [REDACTED] stating, "This bed is beautiful, but after three months of use the structure holding the bed together underneath came apart and now it's sinking in the middle. I paid a lot of money for it and I am very disappointed." What additional information would you gather to help the customer? What could we do to help improve the customer's experience?

Elevate the Experience: A customer has left a review on the [REDACTED] for the [REDACTED] stating, " I took a PTO day and the delivery people even came early. They unpacked everything only to find no hardware was included. I asked to have them pack it all back up but the dispatcher said it would be quicker to keep the bed and just have them redeliver the hardware and they'd be able to let me know with 24 hours. I called the next day then they said they'd know in 24-48 hours. I called the next day to find they still hadn't ordered the hardware. So then the suggested they just deliver a whole new bed and will take back the pieces that have been lying on my floor for a week (which is also where I've been sleeping). Still waiting for a bed. Sad cause I had planned on purchasing a media stand and bookshelf as well." How could we have improved their experience?