



MID-ATLANTIC

MINUTE

A Newsletter From Your Ashley
Marketing Specialists

5 Guidelines for Picking Furniture With Timeless Style

Designers and homeowners alike constantly ask: What makes furniture timeless?

Beyond function, there are a few design factors to consider when selecting furniture for a space. The style of each piece you choose does not have to “match,” but the pieces should flow together in the room. You can learn a lot from studying images of rooms you love and seeing what other designers have paired together to create a winning combination.

Homes, like people, should constantly evolve, so push yourself to try something new when you’re designing a space. But remember that timelessness always trumps trends. Choose your furniture carefully, considering both form and function, and you’ll have a room you’ll love living in for years to come.

Focus on the following five decorative elements to ensure your home will never look dated:

Fluid lines

Don’t get boxed in by straight lines. Movement is timeless, and a classic wing chair, curved sofa or end table with cascading legs will all add energy and fluidity to a room.

Patterned upholstery

A stunning pattern on an armchair or sofa gives a room a finished, high-end look. One statement piece can go a long way, and can also keep a space from feeling dated. Don’t be scared to add a dose of pattern.

Whimsical accents

Function is essential when designing a home, but that doesn’t mean you should forget the fun factor. A pair of ’70s-style side tables, a cosmic office lounge and modern-chic Lucite desk chairs can add some unexpected whimsy to a room, resulting in a timeless and eclectic feel.

Mirrored finish

We all know the age-old trick of placing a mirror opposite a window to create the look of a more spacious room. But you can take it one step further with mirrored furniture — think coffee tables, consoles and dressers. Mirrored pieces can bring light and luster to any room, and also add sophistication.

Color

For the love of Pantone, don’t shy away from color! The best rooms are designed with at least one bold pop of color. When used wisely and strategically — either in well-balanced doses or as a brilliant accent — there’s nothing like color when it comes to creating visual interest, and also a truly timeless space. ■

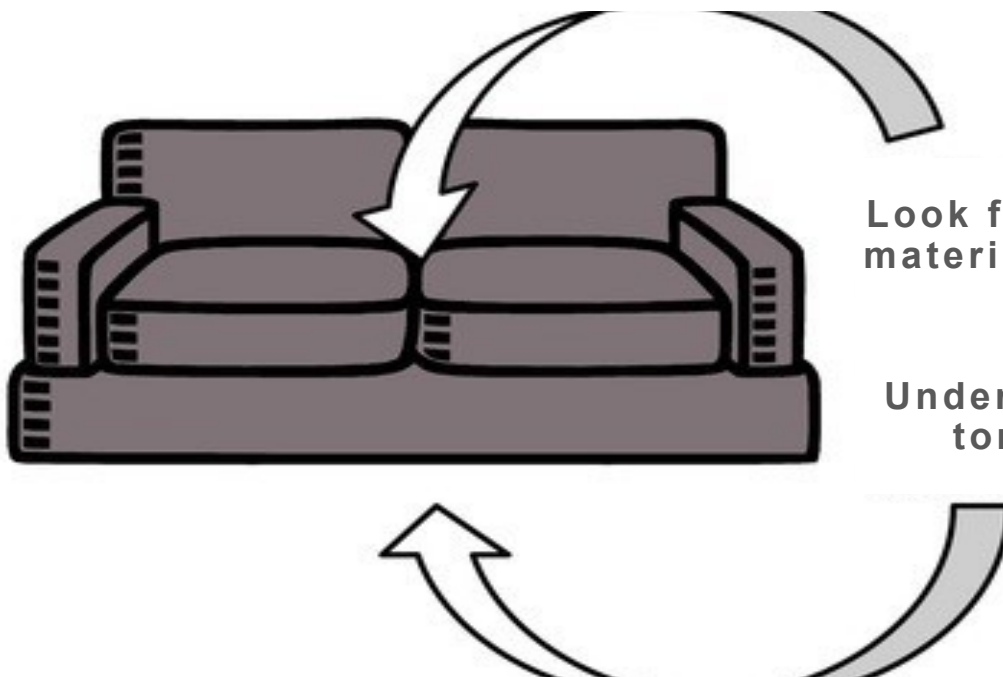
'Tis the Season for SPRING cleaning

Let your style truly bloom with help from pieces that offer easy, extra storage! When it comes to de-cluttering and organizing your home in a snap, we've got you covered for virtually every room! From bookshelves, storage beds, dressers, sliding storage tables, entertainment stands, and even bar storage, we can help you organize your home in no time! Say, "Goodbye" to the winter blues and "Hello" to spring cleaning in style! Broom optional. -Elsa Weber

Take advantage of the opportunity by using a no sales tax offer or maybe even a discount for paying in full with cash. Even providing some cleaning and organizing tips would be a great segway to introducing some of our storage furniture options. Every little bit helps! ■

Want to avoid toxic couch chemicals? Just look for a new label!

Last week, there was good news for families across the US looking for safer furniture—Ashley Furniture, the largest manufacturer and seller of furniture in the country, announced that they are removing toxic flame retardant chemicals from their furniture! Even better, Ashley announced that ALL of their new furniture, no matter where in the country, will comply with California's new labeling law, so shoppers can easily tell which couches contain toxic flame retardant chemicals and which ones don't.



Look for the label on the material under the couch cushions

OR

Underneath/on the bottom of the couch

Supply Chain News: Ashley Furniture Keeps Making

many products in the USA, while pushing to succeed in China and striving to find the right balance between imports and domestic production. A high powered supply chain is one of the keys to Ashley's success, and the company relentlessly looks for opportunities to find ways to take costs out of the supply chain.

With the drastic decrease in manufacturing in North Carolina and Virginia, the US-made furniture industry has largely collapsed. But Ashley Furniture, operating out of rural Wisconsin, continues to grow its level of US production, even as it has upped its offshoring in some areas at the same time and is investing a lot to penetrate the Chinese market. The company now operates what is widely viewed as the industry's most streamlined delivery system to rush products to stores.

The company has been producing furniture in the area around Arcadia, WI, since the company was

launched decades ago by current chairman, Ron Wanek. The company now has plants and distribution centers in Wisconsin, Mississippi, North Carolina, Pennsylvania and California. About 60% of the furniture the company sells in the US is American-made, with the rest coming mainly from Vietnam and China.

At the same time, Ashley has been investing heavily to penetrate the Chinese market. Though

“The company operates what is widely viewed as the industry's most streamlined delivery system to rush products to stores.”

the company has hit a few bumps along the way—one being that certain furniture pieces can often be too large to fit in smaller Chinese apartments—Ashley is aiming for 1,000 stores in Asia over the next decade, up from its current total of 35. An Ashley spokesperson says demand for the company's products in China has been strong. The company also is opening stores in the Middle East and Central America.

Ashley continues to be a US manufacturing success, while pushing to succeed in other countries around the world. ■



Sectional sofas can save space and money, too.

Decorating a living room comes with one almost universal question: sectional or sofa? Sectionals are the obvious space-saver and offer more flexibility with layout

than the traditional setup of a sofa and two chair. They're the more frugal option, too, if you employ the logic that one piece of furniture is probably cheaper than three. So why do so many of us default to the sofa?

(continued on pg. 4)

Your Ashley Marketing Specialists**Case Goods:**

Gary Harris - (443) 864-1430
gharris@sales.ashleyfurniture.com

Jeff Moehling - (804) 921-5813
jemoehling@sales.ashleyfurniture.com

Don James - (757) 447-4003
djames@sales.ashleyfurniture.com

Brian MacKercher - (540) 272-3871
bmackercher@sales.ashleyfurniture.com

Michael Jacobs - (410) 536-5223
mjacobs@sales.ashleyfurniture.com

Pat Houghton - (434) 242-2810
phoughton@sales.ashleyfurniture.com

Motion:

Eric Moehling - (804) 366-9170
emoehling@sales.ashleyfurniture.com

Pat Houghton - (434) 242-2810
phoughton@sales.ashleyfurniture.com

Steve Goad - (443) 694-8702
sgoad@sales.ashleyfurniture.com

Charlie Eck - (443) 465-5242
ceck@sales.ashleyfurniture.com

Stationary:

Ken Fabian - (301) 526-0848
kfabian@sales.ashleyfurniture.com

Andrew Chapman - (443) 223-3213
achapman@sales.ashleyfurniture.com

Tony Croft - (540) 354-5413
tcroft@sales.ashleyfurniture.com

Stewart Anthony - (334) 430-4521
santhony@sales.ashleyfurniture.com

Lisa Barron - (303) 912-3556
lbarron@sales.ashleyfurniture.com

Brent Mickey - (571) 235-4880
bmickey@sales.ashleyfurniture.com

CASEGOODS NOTES: WHERE IS MY HARDWARE?

All the domestic products have hardware fastened directly to the product in one way or another. For case pieces, the hardware packs are in the 2nd drawer from the bottom and in the right hole location. These are also marked with an orange sticker that states "hardware inside".

Mirrors: hardware is stapled to the bottom plate.

Bed rails: hardware is stapled to the right end of the top bed rail in the box.

Footboards: hardware is stapled to the bottom back of the footboard.

Headboards: hardware is stapled to the bottom back of the headboards.

Sectional Sofas: continued from pg. 3

It's possible we're daunted by the myriad configuration options that come with picking out sectionals, or bugged by the thought that some unlucky guest won't have a back cushion. Or maybe it's pure laziness: Squaring off a sofa and two chairs is easier than getting creative, after all.

But designers are quick to sing the sectional's praises. "Whatever your hesitations are, get over them," says Liz Levin, a designer whose firm, Liz Levin Interiors, is based in Bethesda. "Especially if you're in a small space, it's probably exactly the solution you're looking for."

Arlington designer Nicole Lanteri agrees. "The biggest misconception is that all sectionals are big," she said, "but if you measure the footprint and think about your layout, they actually give you more wiggle room." ■

**PLANNING AHEAD**
MARKET DATES

Las Vegas Furniture Market
Summer 2015 • August 1—6

High Point Furniture Market
Spring 2015 • April 17—23

Fall 2015 • October 16—21