

urbanology™

by Ashley

**EXPLORE.
ECLECTIC STYLE.**

TRAINING HANDBOOK



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WHY URBANOLOGY?

Why Urbanology you might ask? We know that in order to stay relevant in the eye of the consumer, we have to follow her closely; taking note when style and trend captures her attention. If form is to follow function, then furniture will surely follow fashion. As we look across the fashion industry, it's hard not to notice the undeniable shift toward urban stylization. From store environments to clothing and accessories, an emergence of urban livability is taking us by storm.

The launch of Urbanology is our way of answering the call, offering our guests the freedom to explore loft-living suited for any style home. In doing so, we intend to attract a new generation of customers and bring new opportunities to Ashley Furniture HomeStores. Let's take a closer look at three of the priority customer segments who will provide these new opportunities.

SOCIAL SUBURBANITES

Social Suburbanites are younger families looking to upgrade their furniture. They are among the most regular purchasers of furniture and place a high value on style and appreciate options when it comes to color and fabric. Offering assistance in-store and delivery or assembly out-of-store is helpful for these busy families, as is clear navigation, with digital tools, websites, and in-store experiences. For Social Suburbanites, the delivery is as important as the purchase itself and is an expected service, not just an added value.



SENSIBLE SOPHISTICATES

Sensible Sophisticates are willing to spend more to furnish their carefully-curated homes. They are interested in trends, designs, and furnishing ideas. Sensible Sophisticates value design advice and look to style influencers for information, which could be offered through digital apps and associate assistance. They are style-conscious, so interesting product merchandising that includes informational materials is important to them.



STABILITY SEEKERS

Stability Seekers are older couples focused on the function and efficiency of their furniture. They look for both good quality and competitive prices. Stability Seekers want furniture that will last, so warranty programs are a plus. Offering assistance in-store and delivery or assembly out-of-store is helpful for these older customers. They also tend to look for and appreciate displays with clear pricing and messaging surrounding product quality in the store.



In order to attract and delight our customers, we know that we have to:

- ☑ Deliver an easy experience that enables her to engage with products, associates, and the information that she needs on her terms.
- ☑ Provide good value and affordable prices that make products assessable to her.
- ☑ Be a retailer that builds trust through quality products that last and services she can depend on.
- ☑ Offer a broad assortment of pieces that reflect her personal style and help her build the home she envisions.

After all, we have insight into what she wants and needs. **She wants to be inspired to create her dream home.** She wants options, not presumed style. Her home is more than an asset. She is proud of it and wants the freedom to select styles that fit into the life she has there, not trends and fads. We need to provide the tools to build her story, but not assume we know what that story is. To that effort, Urbanology was born.





LIFESTYLE INSPIRATION

The lifestyle inspiration for this category includes street art, industrial backdrops and signage, artesian retailers, Americana, and marketplace environments, all of which authenticate the charm and charisma of the city. Through the research for this lifestyle category, several common buzz words emerged.

DESCRIPTOR	EXPLANATION
Downtown	Tap into the urban lifestyle of historic architecture mixed with modern trends as guests saunter through the downtown allure of Urbanology. The atmosphere - filled with exposed brick elements, stained polished concrete floors, and weathered planked wood offers guests the freedom to explore loft-living suited for any style of home.
Unexpected	The element of surprise takes shape in the form of modern metallic tables, trendy industrial accents, as well as animal print pillows and poufs. These unexpected yet appealing designs become the canvas for customers to curate their own personal style.
Raw materials	An organic appeal is demonstrated through the use of raw materials. Natural linen fabrics, iron c-clamp hooks, exposed rivets, supple leathers, and thick slabs of wood set the stage for this relaxed lifestyle.
Rough	Rough, heavy-textured applications, saw kerf distressed finishes, and wire brush surfaces capture our guest's attention with a rugged air of sophistication. Architectural accents, decorative details, and relaxed recognition of form and function create a truly one of a kind experience for the home.
Industrial	Far removed from everyday design, Urbanology presents a warm, industrial style by blending seemingly contrary eclectic elements with the feeling of worn, rough reclaimed materials. Designed with care and craftsmanship this industrial chic collection is a natural extension of the upcycling movement: taking salvage objects and repurposing their use; bringing definition and meaning to the Urbanology style story.
Eclectic	Thoughtful, intriguing combinations of color, texture, style, and history create an eclectic backdrop for our customer's unique home. The blended approach to curated collages and eclectic furniture placement become the balance between urban trend and classic design.

PRODUCT VIGNETTE STORIES

One of the most appealing things about the Urbanology style story is that each piece was designed to coordinate with all of the pieces in the lifestyle. **Guests can easily mix and match the products to fit their individual design ideas.** The combination of unexpected finish applications paired with textural fabrics in a generally neutral color palette acts as a canvas for consumers to curate their own personal style by combining the accessory add-ons.

There are six featured product vignettes available with the Urbanology Lifestyle launch: *Tailored Industrial*, *Uptown Luxe*, *Wesling Plank House*, *Wesling Retreat*, *Savoy Haberdashery* and *Urban Glam*. Each has its own story that that you will want to share with guests.

STORY 1: TAILORED INDUSTRIAL

The *Tailored Industrial* is trimmed for the styled eye. With rich worn finishes, clean silhouette lines and an eclectic combination of materials and textures. Let your house be dressed to the nines. A large slab table is paired with upholstery, leather, and bench seating. A scalloped shaped headboard has heavy texture and subtle tones of white wash finish. Combinations of fabric patterns and accent table shapes result in a sophisticated tone in the upholstery.

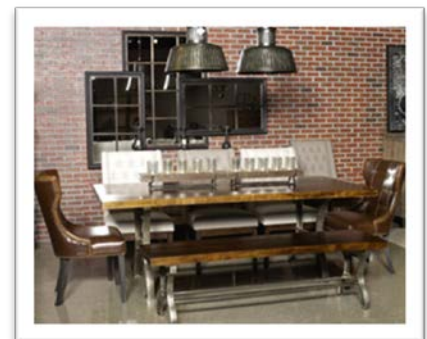
FEATURED COLLECTIONS:



28501 Gypsum



B691 Fanzere



D686 Ranimar



28501 Gypsum

“Upholstered in a textural menswear fabric in warm gray color.”

DESCRIPTION	AFHS SKU
Sofa	2850138
Loveseat	2850135
Accent Chair	2850122
Accent Chair – Black	7080421
Rectangular Cocktail Table	T850-1
Square End Table	T850-2
Chair Side End Table	T850-7
Sofa Table	T850-4
Round End Table	T500-106
Round End Table	T500-606
Decorative Bottle	A60000516
Table Lamp	L100074
Pouf	A1000438
Pouf	A1000457
Wall Shelf	A60000618
Storage Box (2/CN)	A60000693
Gate Rug – 8x10	R401191
Cowhide Rug – 8x10	R401391
Chandelier	L60000008



B691 Fanzere

“...select Acacia veneers and hardwood solids finished with light saw kerf distressing and antique white colored glaze.”

DESCRIPTION	AFHS SKU
King	B691-82-97
Dresser	B691-31
Bedroom Mirror	B691-36
5 Drawer Chest	B691-46
2 Drawer Night Stand	B691-92
UPH Bedroom Bench	B691-09
Round End Table	T500-606
Wall Art	A8000109
Chicken Wire Lantern (Small /Large)	A60000555 / 556
Table Lamp	L207984
Table Lamp	L430044
Pillow (4/CS)	A1000265
Pillow (4/CS)	A1000361
Decorative Globe	A60000674
Mirrored Tray	A60000532
Wall Clock	A60000427
Bedding	Q455003K
Bedding	Q457003K
Rug – 5x8	R401251



D686 Ranimar

“...thick, plank tabletop, exposed rivet details...shapely iron base.”

DESCRIPTION	AFHS SKU
Dining Room Bench	D686-00
UPH Side Chair (2/CN)	D686-01
UPH Side Chair (2/CN)	D686-02
Rectangular Dining Room Table	D686-25
Accent Cabinet	D686-60
UPH Side Chair (2/CN)	D673-01
Étagère	T861-11
Wood, Metal & Glass Candle Holder	A60000575
Candle Holder Set (2/CN)	A60000135
Accent Mirror – Large	A60000197
Accent Mirror – Small	A60000198
Ceiling Lamp	A60000488
Rug – 8x10	R401391

STORY 2: UPTOWN LUXE

Emboss, embellish and dress—have your home match the city. *Uptown Luxe* captures decorative details, complementary hues, and a blend of textures. Gold-toned accents pop against the rough, heavy textured wire brush tables and nail head trim with welting on upholstery. Our tall, tufted headboard has texture with great form. Casual dining pairs bench seating with chairs and a versatile hutch that can complement any room.

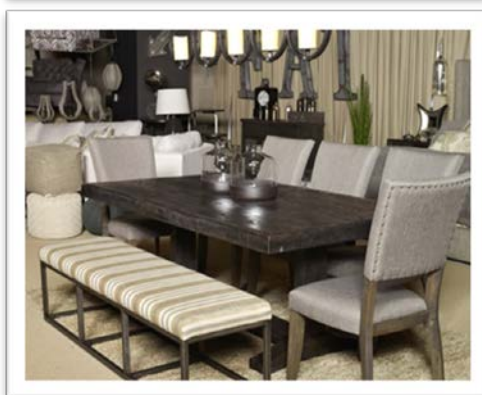
FEATURED COLLECTIONS:



27901 Cloverfield



B603 Sorinella



D588 Strumfeld



27901 Cloverfield

“Boxed seat cushions with welt trim, boxed back pillows, decorative nail head trim.”

DESCRIPTION	AFHS SKU
Chair	2790120
Accent Chair – Pattern	2790121
Sofa	2790138
Rectangle Cocktail Table	T880-1
Rectangle End Table	T880-3
Sofa Table	T880-4
Door Accent Cabinet	B013-192
Three Drawer Night Stand	B013-193
Door Accent Cabinet	B013-492
Table Lamp	L430024
Table Lamp	L430054
Table Lamp	L207824
Jaws Sculpture	A60000950
Jaws Sculpture	A60000951
Pouf	A1000418
Chandelier	L60000005
Accent Mirror	A60000176
Floor Lamp	L207951
Rug – 8x10	R401021



B603 Sorinella

“Mansion wing bed with luxurious tufting and platform footboard.”

DESCRIPTION	AFHS SKU
King Upholstered Bed	B603-76-78
Two-Drawer Night Stand	B673-92
Display Cabinet	D671-76
Accent Cabinet	T500-332
Glass Pendant Light	L000018
Pillow Cover 22" (4/CS)	A1000326
Pillow Insert 22" (4/CS)	A1000267
Pillow (4/CS)	A1000307
Pillow (4/CS)	A1000317
Accent Mirror	A60000635
Set of 3 Mercury Glass Boxes	A60000389
Mercury Glass Urn with Lid	A60000257
Mercury Glass Urn with Lid	A60000259
Bedding	Q454003K
Bedding	Q472003K



D588 Strumfeld

“Unique blend of bench seating, upholstered casual form and wire brush finish.”

DESCRIPTION	AFHS SKU
UPH Dining Room Bench	D588-00
UPH Side Chair (2 C/N)	D588-01
Rectangle Dining Room Table	D588-45
Dining Room Buffet / China	D588-80-81
Candle Holder with Glass	A60000728
Chandelier	L60000007
Rug – 8x10	R401121

STORY 3: WESLING PLANK HOUSE

Weathered, worn, and laid-back. *Wesling Plank House* offers two-toned versatility. The neutral upholstery is styled with accessories that have worn wood with metal legs. Sturdy bedroom cases contrast with the dimensional weather tones of the bed and the casual industrial dining gives options of two heights. Offering comfort with worn and weathered looks.

FEATURED COLLECTIONS:



82500 Pierin



B673 Wesling Panel



D560 Hattney



82500 Pierin

“Flared shelter arms, oversized loose arm pillows, accented block feet.”

DESCRIPTION	AFHS SKU
Ottoman	8250014
Accent Chair	8250021
Chair and a Half	8250023
Sofa	8250038
Sofa Table	T805-4
Round End Table	T805-6
Round Cocktail Table	T805-8
Nesting End Tables (2/CN)	T805-16
Table Lamp	L430144
Table Lamp	L100034
Metal Spike Sculpture	A60000659
Wood & Metal Candle Holder	A60000548
Wood & Metal Candle Holder	A60000549
Stool	A60000518
Rug – 8X10	R4010321



B673 Wesling Panel

“Contrasted dimensional overlay panel with planking and saw kerf distressing.”

DESCRIPTION	AFHS SKU
Dresser	B673-31
Bedroom Mirror	B673-36
5 Drawer Chest	B673-46
King Panel Bed	B673-56-97
2 Drawer Night Stand	B673-92
Table Lamp	L327004
Table Lamp	L100254
Pillow (4/CS)	A1000346
Pillow (4/CS)	A1000318
Pillow (4/CS)	A1000381
Accent Mirror	A60000642
Accent Mirror	A60000643
Mirrored Trays (Set of 2)	A60000526
Bedding	Q463003K
Bedding	Q490003K
Rug – 5x8	R401592



D560 Hattney

“Industrial inspired dining with modular swivel bar stools.”

DESCRIPTION	AFHS SKU
Round DRM Bar Table	D560-12
Round DRM Counter Table	D560-13
Swivel Barstool (2/CN)	D560-124
Tall Swivel Barstool	D560-130
Metal Pendant Light	L000098
Chicken Wire Baskets (Set of 2)	A60000117
Decorative Bottles (9/CN)	A60000732
Rug – 5x8	R60000006
Wall Art “T”	A60000781
Wall Art “A”	A60000782
Wall Art “E”	A60000783
Wall Art Arrow	A60000784
Candle Holder	A60000816
Candle Holder	A60000817

STORY 4: WESLING RETREAT

Make your home a getaway. The *Wesling Retreat* offers warm finishes that are relaxed and refined. This story features a planked poster bed with contrasting cases in a black rubbed through finish. The dining pieces have a similar essence with a two-toned color combination and unique bench seating. A large sectional invites you to unwind and be in your sanctuary.

FEATURED COLLECTIONS:



28701 Wilcot



B673 Wesling Poster



D673 Wesling



28701 Wilcot

“Clean textured chenille, neutral off white color tone accented with eclectic collage of textured and patterned pillows.”

DESCRIPTION	AFHS SKU
RAF Corner Chaise	2870117
LAF Loveseat	2870155
RAF Loveseat	2870156
LAF Cuddler	2870176
Wedge	2870177
Armless Sofa	2870199
Rectangular Cocktail Table	T873-1
Square End Table	T873-2
Sofa Table	T873-4
Chandelier	L60000023
Wood Lantern	A60000562
Wood Lantern	A60000563
Round Mirrored Tray	A60000533
Pouf	A1000418
Table Lamp	L235404
Table Lamp	L100254
Wall Art Set (3 C/N)	A8000111
Jar with Metal Lid	A60000391
Rug – 8x10	R401551



B673 Wesling Poster

“Combines natural and rustic rubbed black finish with an all-over distressed/reclaimed lumber look.”

DESCRIPTION	AFHS SKU
King Poster Bed	B673-50-72-99
Dresser	B673-31
Mirror	B673-36
5 Drawer Chest	B673-46
2 Drawer Night Stand	B673-92
Square End Table	T873-2
Floor Lamp	L207961
Pillow Cover 18" (4/CS)	A1000272
Pillow Cover 20" (4/CS)	A1000397
Pillow Cover 22" (4/CS)	A1000339
Pillow Insert 18" (4/CS)	A1000270
Pillow Insert 20" (4/CS)	A1000268
Pillow Insert 22" (4/CS)	A1000267
Wall Sconce	A60000628
Wall Candle Holder	A60000825
Bedding	Q470003K
Bedding	Q484003K
Rug 8x10	R60000004



D673 Wesling

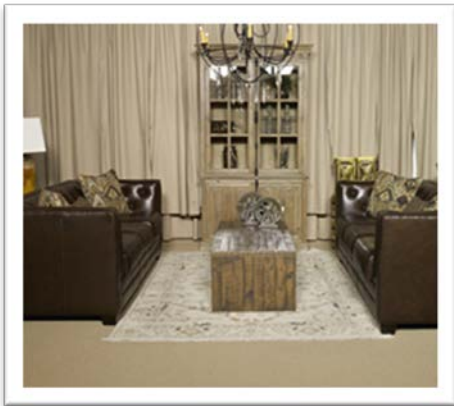
“Select Mango veneers and hardwood solids in two toned finish.”

DESCRIPTION	AFHS SKU
Dining Room Bench	D673-00
UPH Side Chair (2 C/N)	D673-01
Rectangular Dining Room Table	D673-25
Dining Room Server	D673-60
Ceiling Lamp	L000028
Sculpture – Horse Head	A60000227
Driftwood Candle Holder – Tall	A60000818
Driftwood Candle Holder – Short	A60000819
Rug – 8x10	R401071

STORY 5: SAVOY HABERDASHERY

Be taken away and focus on the details. Savoy Haberdashery focuses on materials and form. Long, clean lines lengthen the upholstered bed, leather sofa, and noteworthy dining table. Saw kerf distressed finishes complete your look and define your style.

FEATURED COLLECTIONS:



92503 Allenspark



B605 Barnella



D671 Fanzere



92503 Allenspark

“Rich brown leather with distressed crackle finish.”

DESCRIPTION	AFHS SKU
Accent Chair	9250322
Sofa	9250338
Cabinet Base & Top	D671-60-61
Rectangular Cocktail Table	T853-1
End Table	T853-3
Console Table	T853-4
Table Lamp	L100314
Table Lamp	L207814
Gear Book Ends (2/CN)	A60000123
Pouf	A1000448
Armillary	A60000685
Mercury Glass Jar	A60000736
Metal Tray (Set of 2)	A60000529
Antique Brass Tone Lantern	A60000315
Chandelier	L60000012
Clock	A60000606
Rug – 8x10	R401161



B605 Barnella

“Shelter wing bed in menswear-inspired fabric.”

DESCRIPTION	AFHS SKU
King Bed	B605-76-78
Dining Room Buffet	D670-70
UPH Bedroom Bench	B691-09
2 Drawer Night Stand	B673-92
Metal Pendant Light	L000168
Table Lamp	L430194
Pillow Cover 22" (4/CS)	A1000326
Pillow Cover 20" (4/CS)	A1000374
Pillow Insert 22" (4/CS)	A1000267
Pillow Insert 20" (4/CS)	A1000268
Pillow (4/CS)	A1000318
Wall Art	A60000112
Trays (Set of 2)	A60000528
Jar with Lid	A60000914
Jar with Lid	A60000915
Jar with Lid	A60000916
Bedding	Q485003K
Bedding	Q477003K



D671 Fanzere

“Executed with minimalist lines, saw kerf distressed finish.”

DESCRIPTION	AFHS SKU
UPH Side Chair (2 C/N)	D671-01
UPH Side Chair (2 C/N)	D671-03A
Rectangular Dining Room Table	D671-45
Metal Pendant Light	L000178
Accent Mirror	A60000186
Glass Dome with Metal Plate	A60000233
Rug – 8x10	R401021

STORY 6: URBAN GLAM

Monochromatic tones shine with pops of bling. *Urban Glam* is the essence of city living at ease. The black leather is dressed with glass accents and metallic finishes that glam it up. The tubular metal bed has pewter sheet metal accents. The contrast of slick and shimmer give this story such an allure.

FEATURED COLLECTIONS:



29401 Faraday



B280 Metal Bed



D532 Gavelston



29401 Faraday

“Ultra-soft leather, silver toned accents.”

DESCRIPTION	AFHS SKU
Ottoman	2940114
Chair	2940120
Accent Chair – Pattern	2940121
Sofa	2940138
Rectangular Cocktail Table	T879-1
Rectangular End Table	T879-3
Table Lamp	L235414
Table Lamp	L430224
Pillow Cover 24" (4/CS)	A1000344
Pillow Insert 22" (4/CS)	A1000267
Pillow (4/CS)	A1000414
Stool	A60000521
Pouf	A1000456
Accent Ottoman	2210113
Chandelier	L60000001
Vase	A60000557
Rug	R401391



29401 Faraday

“Industrial style in a brushed-pewter color finish.”

DESCRIPTION	AFHS SKU
Queen Metal Bed	B280-281
Sofa Table	T500-104
End Table	T879-3
Pillow Cover (4/CS)	A1000347
Pillow (4/CS)	A1000264
Pillow Cover (4/CS)	A1000380
Accent Mirror	A60000634
Foot Book Ends (2/CN)	A60000540
Gear Book Ends (2/CN)	A60000123
Home Décor	A60000401
Bedding	Q4380000



D532 Gavelston

*“Thick supporting legs...
weathered black finish...
and a framed detail
apron.”*

DESCRIPTION	AFHS SKU
UPH Side Chair (2/CN)	D532-01
Dining Room Bench	D532-09
Rectangular Dining Room Table	D532-25
Dining Room Server	D532-60
Dining Room Hutch	D532-61
Jar with Metal Lid	A60000390
Jar with Metal Lid	A60000391
Lantern	A60000474
Lantern	A60000475
Dinnerware Set	TAG-556065
Rug	R401741

INTERACTING WITH CUSTOMERS

When interacting with our customers, the important thing to remember is that it's our personalities that really bring these stories and our brand to life. We all are...

RESOURCEFUL – We uncover the new and best ways of doing things. We embrace change and adapt easily.

WELCOMING – We build relationships, creating environments where people are at ease and can be themselves.

EXPRESSIVE – We elevate the common helping people see things in a new way.



At Ashley, we're always going to remain passionate about the sale, delivering the furniture our customer needs and wants at a great price. However, we want customers to be motivated by more than a discount. We want them to feel they are working with a partner that inspires them to make their house a home, where price is not the primary consideration. Instead, we want to position ourselves to be ***“The trusted partner for the home who combines great value and inspiring styles, offering our guests the freedom to bring their creativity to life.”*** We want to inspire her dream home, and the launch of the Urbanology Lifestyle category is just the beginning!

SELLING URBANOLOGY

Understanding who our priority customers are, the inspiration behind the Urbanology Lifestyle, as well as how to describe these new products in a way that entices our customers to want to learn more is critical. Some role-play examples have been provided on the following page to provide some insight into possible ways to engage customers regarding Urbanology products to effectively build relationships and identify their needs with more accuracy.



ur·ban·ol·o·gy: The study of eclectic style.

\ər - bən - o - lə - jē\

Sales Scenario 1:	
SALES ASSOCIATE:	<i>"Tell me a little about the look you're trying to achieve with your new living room."</i>
GUEST:	<i>"I think I want something with a trendy, city feel. You know, like you might see in a loft apartment. Basically, I just don't want it to look boring and traditional like my mom's living room."</i>
SALES ASSOCIATE:	<i>"I know just where we should start our search. One of the lifestyle categories we feature at Ashley is called Urbanology. Within these collections, you'll find endless materials, finishes, and options that will help you tap into the urban lifestyle you're seeking. And, the best part is that they have been designed with intriguing combinations of color, texture, and style, to help you create an eclectic look that's all your own."</i>
GUEST:	<i>"That sounds great! Lead the way."</i>

Sales Scenario 2:	
SALES ASSOCIATE:	<i>"What are the two most important things you're looking for in your new dining room table?"</i>
GUEST:	<i>"I really like the look of rough or reclaimed wood. I want it to look like it's been around for a long time, but I still want it to have a contemporary feel."</i>
SALES ASSOCIATE:	<i>"Based on what you described, I think our Urbanology collections are going to be a great fit for your lifestyle. You're going to be able to get that unexpected mix and blend of furniture that has that distressed or repurposed look and style with trendy industrial accents. I'd love to show you! Follow me."</i>



Sales Scenario 3:

SALES ASSOCIATE:	<i>"Based on what you told me, I'd like to show you the Wesling bedroom group. I think it will really give you the retreat style you were describing, and it has a really unique distressed finish that I think will be right up your alley."</i>
GUEST:	<i>"I'd like to see that."</i>
SALES ASSOCIATE:	<p><i>"As you can see, this amazing poster bed could easily help you make your home into a refined getaway. This bed offers a relaxed look with the stunning saw kerf distressing we've added. Go ahead and give that a feel. Notice how the black rubbed finish on the accent cases offers the perfect contrast."</i></p> <p><i>"The other great thing that you could do with this set is to build around it to capture that eclectic feel you described in the rest of your house. We have industrial accents like these that will look great against the heavy planking of the wood in the headboard and footboard. We also have fantastic top of bed options in linen and other natural materials that will help bring the texture to life. And, the accessory options are endless to help you curate your perfect look from chandeliers to rugs, to pillows, poufs, and wall art. Where would you like to start?"</i></p>

Sales Scenario 4:

SALES ASSOCIATE:	<i>"Have you had a chance to experience the innovative products available within our Urbanology Lifestyle area, yet?"</i>
GUEST:	<i>"No. What is Urbanology?"</i>
SALES ASSOCIATE:	<i>"This style is best described as a wonderful merging of vintage and new, with styles that mix and match effortlessly. You'll find reclaimed woods, handcrafted finishes, natural materials, and touchable textures that offer laid back luxury for everyday living. Let me show you!"</i>



Sales Scenario 5:

<p>SALES ASSOCIATE:</p>	<p><i>“Let me tell you a little about the Urbanology Lifestyle. One of the most appealing things about it is that each piece was designed to coordinate with all of the pieces in the entire lifestyle collection, so you’re not limited to the grouping that you see. You can easily mix and match to fit your individual design ideas.</i></p> <p><i>Take a look at this vignette over here, for example. Notice how all of the accent tables are different from each other to add an unexpected touch. Additionally, the iron hooks, decorative details, and exposed rivets add an industrial feel. Whereas the rough, saw kerf distressing and wire brushed surfaces on these thick slabs of wood offer rugged sophistication. And, all of these features are complimented with the various fabric textures, patterns, and hues to help set the stage for relaxed living.</i></p>
<p>GUEST:</p>	<p><i>“So I don’t have to purchase the whole group that I see here?”</i></p>
<p>SALES ASSOCIATE:</p>	<p><i>“Not at all. You can build your room piece by piece so that you can capture the decorative details and design elements that best define your individual style.</i></p> <p><i>So, which piece would you like to take a look at first?</i></p>

Sales Scenario 6:

<p>SALES ASSOCIATE:</p>	<p><i>“Based on what you told me, I’d like to show you our Urbanology Lifestyle. You’ll find the “mix and match” style opportunities you’re seeking instead of a packaged group or collection. Since the pieces all work together, you can design and create the entire room to fit the specific look you want! How does that sound?</i></p>
<p>GUEST:</p>	<p><i>“Fantastic! Let’s take a closer look at those?”</i></p>

urbanology



FINISHES

Finish tones range from worn black to rich chestnut as well as some applications of antiqued white glaze or even a surprising metallic silver.

HAND-APPLIED ELEMENTS

Hand-applied elements of wire-brushing, planing or skiving, and saw kerf distressing all add uniqueness and interest to the industrial-inspired forms.

HARDWARE

Hardware is basic in form with rub-through finish applications

FABRICS

Fabrics are textural, with unexpected but pleasing combinations of menswear, linens, washed paisley, leathers, velvets and faux hides.

DESIGN ELEMENTS

Design elements of tufting and nail heads, with configuration elements of sofas and sectionals; provide style appeal to a broad consumer base.

urbanology LIFESTYLE DEFINITIONS

DOWNTOWN	Tap into the urban lifestyle of historic architecture mixed with modern trends as guests saunter through the downtown allure of Urbanology. The atmosphere - filled with exposed brick elements, stained polished concrete floors, and weathered planked wood - offers guests the freedom to explore loft-living suited for any style of home.
UNEXPECTED	The element of surprise takes shape in the form of modern metallic tables, trendy industrial accents, as well as animal print pillows and poufs. These unexpected yet appealing designs become the canvas for customers to curate their own personal style.
RAW MATERIALS	An organic appeal is demonstrated through the use of raw materials. Natural linen fabrics, iron c-clamp hooks, exposed rivets, supple leathers, and thick slabs of wood set the stage for this relaxed lifestyle.
ROUGH	Rough, heavy-textured applications, saw kerf distressed finishes, and wire brush surfaces capture our guest's attention with a rugged air of sophistication. Architectural accents, decorative details, and relaxed recognition of form and function create a truly one of a kind experience for the home.
INDUSTRIAL	Far removed from everyday design, Urbanology presents a warm, industrial style by blending seemingly contrary eclectic elements with the feeling of worn, rough reclaimed materials. Designed with care and craftsmanship this industrial chic collection is a natural extension of the upcycling movement: taking salvage objects and repurposing their use; bringing definition and meaning to the Urbanology style story.
ECLECTIC	Thoughtful, intriguing combinations of color, texture, style, and history create an eclectic backdrop for our customer's unique home. The blended approach to curated collages and eclectic furniture placement become the balance between urban trend and classic design.



URBANOLOGY DESCRIPTORS & BUZZ WORDS	
PLANKED	RUGGED
INDIVIDUALISTIC	DISTRESSED
RELAXED	RAW MATERIALS
CURATED	TEXTURAL
NATURAL	INDUSTRIAL
RUSTIC	WIRE BRUSHED
ECLECTIC	EDGY
MODERN TREND	UNEXPECTED
RECLAIMED	DOWNTOWN
SOPHISTICATION	WEATHERED
MASCULINE	URBAN
HISTORIC	ROUGH
NEUTRAL TONES	ORGANIC