



**ASHLEY  
LUXE**

# PLAYBOOK



**FCL**  
*marketing*



Ashley LUXE vs RH & PB

# Product Comparison

Quick side-by-side product view





## 73610 CALDEN

- Retails for \$1299
- 94" x 44" x 39"
- Nuvaluxe fabric protection
- 6" loose reversible plush cushions
- 100% polyester linen velour velvet
- Includes down blend accent pillows



## PB Comfort Modern

- Retails for \$2799
- 87" x 39" x 37"
- Loose seat cushions poly wrapped memory foam



## 73609 CALDEN

- Retails for \$1899
- 94" x 44" x 39"
- Semi-aniline topgrain leather match
- 6" loose plush cushions



## RH MODERNA

- Retails for \$8485/Member \$5935
- 96" x 41" D
- Italian leather
- Standard cushions (feather is an upcharge to \$6019 member price)



## 77404 WHITEHAVEN

- Retails for \$1299
- Textured chenille - boucle
- 93" x 44" x 38"
- Loose reversible cushions consisting of memory foam and a blended feather/fiber wrap
- NuvaLuxe water repellent treatment
- Includes down feather accent pillows



## PB YORK

- Retails for \$3399
- 94.5" x 37.5" x 36"
- Performance boucle fabric - ivory
- Loose down blend wrapped cushions.



## 77404 WHITEHAVEN

- Retails for \$3799 (5PC)
- 132" x 132" x 38"
- Textured chenille - boucle
- Loose reversible cushions consisting of memory foam and a blended feather/fiber wrap
- NuvaLuxe water repellent treatment
- Includes down feather accent pillows



## RH CLOUD MODULAR

- Retails for \$11330/Member \$7913 (5PC)
- 119" x 119" x 32"
- Performance boucle
- Seat cushions feature a soft feather and down wrap around a high-resiliency foam core

## SELLING SHEET

# CALDEN

This Selling Sheet is designed to help teams at Ashley sell the Luxe Collection, by providing a quick reference to contents that will grab the Guest's attention, help them highlight key product knowledge elements: "Right to Win", Romanticize the product through Storytelling and even help Complete the Look!



## THE CALDEN COLLECTION

A tailored approach to comfort and versatility, this modular upholstery collection brings sculptural silhouettes together with inviting textures. Thoughtfully designed for modern living, each piece adapts with ease while offering elevated form and timeless appeal. Available in leather, velvet, and bouclé, timeless materials create a sense of warmth, balance, and quiet luxury.

## Materials



Caramel Leather: 77409



Sable Velvet: 73610



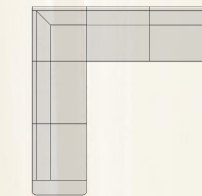
Oyster White Bouclé: 77411

**Caramel Leather** offers a warm, golden tone and buttery-smooth finish that ages beautifully over time. Its supple surface and natural patina tell a story of character and comfort, bringing casual sophistication and organic richness to both classic and modern spaces.

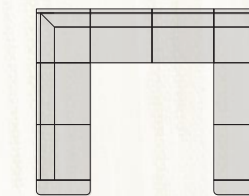
**Sable Brown Velvet-inspired upholstery** exudes richness and depth, wrapping any piece in warmth and plush sophistication. Its smooth, light-catching surface and deep, earthy tone create a luxurious feel that elevates interiors with bold refinement and tactile, timeless charm. Treated with Ashley Nuvaluxe™.

**Oyster White Bouclé** is the essence of understated luxury. With its soft looped texture and creamy tone, it adds dimension and sophistication to any piece. The fabric invites touch, blending comfort and elegance with a serene, effortlessly modern aesthetic. Treated with Ashley Nuvaluxe™.

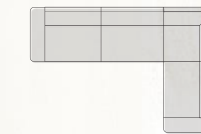
## Configurations & Pieces



**Modular Corner Sectional**  
64 LAF Corner Chair  
77 Wedge  
46 Armless Chair (2)  
65 RAF Corner Chair



**Modular U-Sectional**  
64 LAF Corner Chair  
77 Wedge (2)  
46 Armless Chair (4)  
65 RAF Corner Chair



**Modular L-Sectional**  
64 LAF Corner Chair  
65 RAF Corner Chair  
77 Wedge  
46 Armless Chair



**Sofa-Chaise Right**  
65 Raf Corner Chair  
46 Armless Chair  
16 LAF Corner Chaise



**Sofa-Chaise Left**  
64 LAF Corner Chair  
46 Armless Chair  
17 RAF Corner Chaise



**U-Chaise**  
46 Armless Chair (2)  
16 LAF Corner Chaise  
17 RAF Corner Chaise



**Sofa**  
7361038/7361138/7361238



**Loveseat**  
7361035/7361135/7361235



**Chair and a Half**  
7361023/7361123/7361223



**Ottoman**  
7361014/7361114/7361214

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# SELLING SHEET

# CALDEN

## **Luxe Unlock:** *Grabs the Guest's Attention*

"Something I hear all the time is, 'I love the frame, but the fabric just isn't right."

(pause)

That's exactly what Calden solves.

With Calden, you don't have to compromise. You choose the fabric, the feel, and the layout, so you get the frame you love and the fabric that fits your style.

Let me show you the fabric options and how this can be finished so it feels perfect in your home."

## **Right to Win:** *Why Choose the Calden*

### **The Cushion Story**

**What to do:** Invite her to sit. Press your hand into the cushion. Then pick up the cushion, unzip it, and show the Guest the inside as you speak about it.

**Say:** "This has 6-inch plush cushions with a fiber-wrapped core"

**Purpose:** Proves elevated comfort + thoughtful construction.

### **Versatility That Fits Every Lifestyle**

**What to Do:** Show the Guest two completely different style directions using the same Calden piece, no matter the upholstery. You can use a cushion from the other upholstery option the Guest isn't currently on or utilize the swatches. Tangible visuals are always better for the Guest.

**Say:** "Our Calden is incredibly versatile."

**Purpose:** To relieve the Guest's fear of "Will this fit my Home and in my Life?" Showing versatility increases confidence in the purchase, supports whole-room add-ons, and positions Calden as a long-term, style-flexible investment, a hallmark of Luxe.

## **Storytelling:** *Romance Language that Evokes Emotion*

"Every detail in Calden is thoughtfully designed. The fiber-wrapped cushions are soft when you sit down – you sink in comfortably, they aren't stiff - but still look refined."

## **Add on & Upsell:** *Complete the Look*

"Lighting is huge for Calden. That's why our expert designers have paired it with this chandelier and lamps. We've done the design work for you, so you get a professionally styled home without even paying for it."

## **Product Knowledge**

- Corner-blocked frame
- Reversible seat and back cushions
- 6" plush cushions wrapped in poly fiber
- Throw pillows included
- Pillows with feather-fiber blend
- Non-skid, low-profile accent legs with faux wood finish
- Platform foundation system resists sagging 3x better than spring system after 20,000 testing cycles by providing more even support
- Smooth platform foundation maintains tight, wrinkle-free look without dips or sags that can occur over time with sinuous spring foundations

## **Nuvaluxe™ Approved Talking Points:**

- Nuvaluxe™ is a water-resistant fabric treatment
- It creates a water-resistant barrier applied to the fabric surface
- Fabrics treated with Nuvaluxe™ are spot clean only using a soap and water solution
- Designed to support normal, everyday indoor use

## **Cushion Construction**

Ultra-thick foam core that bounces back, wrapped in a soft, thick fiber cover.



## SELLING SHEET

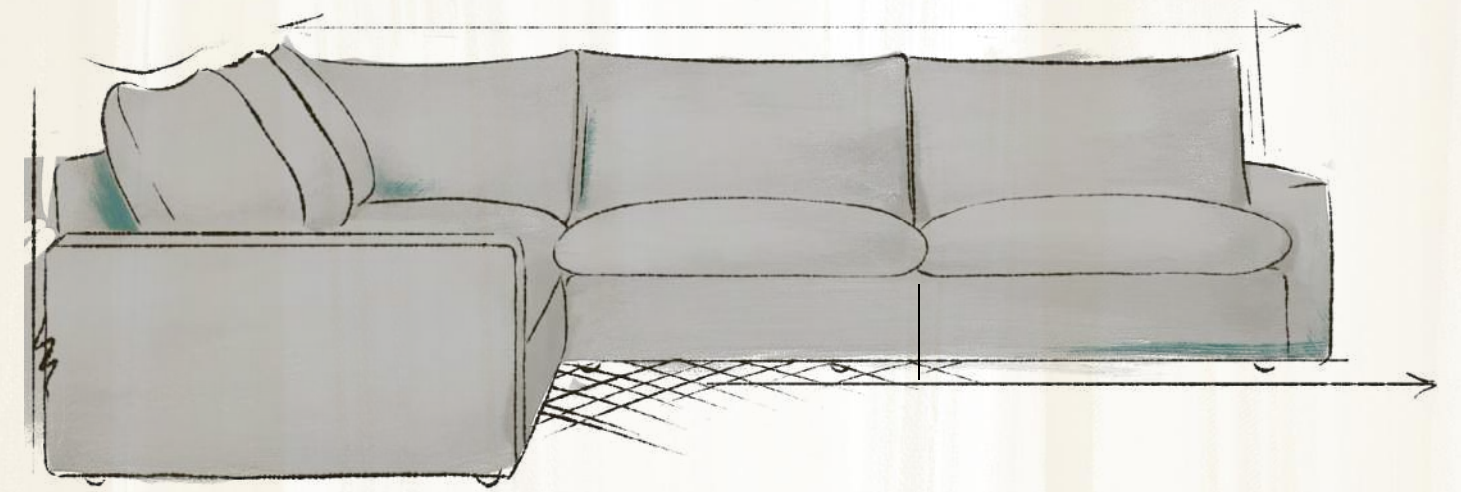
# WHITEHAVEN

This Selling Sheet is designed to help teams at Ashley sell the Luxe Collection, by providing a quick reference to contents that will grab the Guest's attention, help them highlight key product knowledge elements: "Right to Win", Romanticize the product through Storytelling and even help Complete the Look!

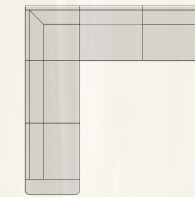


## THE WHITEHAVEN COLLECTION

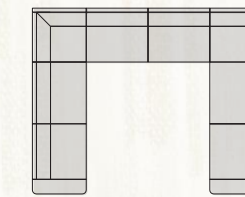
A sculptural nod to classical grandeur, reimagined with graceful restraint, this collection is rooted in tradition and softened by beautiful materials. Each upholstered piece brings quiet drama and a cultivated sense of heritage. Balanced symmetry and tailored scale honor timeless design principles, with soft accents that add depth and richness to a composed space.



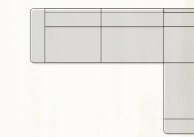
## Configurations



**Modular Corner Sectional**  
64 LAF Corner Chair  
77 Wedge  
46 Armless chair (2)  
65 RAF Corner Chair



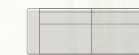
**Modular U-Sectional**  
64 LAF Corner Chair  
77 Wedge (2)  
46 Armless Chair (4)  
65 RAF Corner Chair



**Modular L-Sectional**  
64 LAF Corner Chair  
65 RAF Corner Chair  
77 Wedge  
46 Armless Chair



**Sofa**  
7361038/7361138/7361238

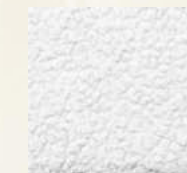


**Loveseat**  
7361035/7361135/7361235

## Materials



Sable Velvet: 73610



Oyster White Bouclé:  
77411

**Sable Brown Velvet-inspired upholstery** exudes richness and depth, wrapping any piece in warmth and plush sophistication. Its smooth, light-catching surface and deep, earthy tone create a luxurious feel that elevates interiors with bold refinement and tactile, timeless charm. Made with Ashley Nuvaluxe™.

**Oyster White Bouclé** is the essence of understated luxury. With its soft looped texture and creamy tone, it adds dimension and sophistication to any piece. The fabric invites touch, blending comfort and elegance with a serene, effortlessly modern aesthetic. Treated with Ashley Nuvaluxe™.

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# SELLING SHEET

# WHITEHAVEN

## **Luxe Unlock:** *Grabs the Guest's Attention*

"Guests often think more refined styles won't be comfortable.

(pause)

The Whitehaven proves they can be. It delivers that elevated look with an upgraded Luxe cushion that's soft, supportive, and made for real life. Plus, you get to choose your perfect upholstery!"

## **Right to Win:** *Why Choose the Whitehaven*

### **The Cushion Story**

**What to do:** Invite the Guest to sit. Press your hand into the cushion. Then pick up the cushion, unzip it, and show the Guest the inside as you speak about it.

**Say:** "This cushion makes you want to stay awhile. It is a feather fiber blend that surrounds a layer of memory foam that provides a relaxed, sink in feel."

**Purpose:** Proves elevated comfort, thoughtful construction, and everyday livability without sacrificing structure.

### **Versatility That Fits Every Lifestyle**

**What to Do:** Show the Guest two completely different style directions using the same Whitehaven piece, no matter the upholstery. You can use a cushion from the other upholstery option the Guest isn't currently on or utilize the swatches. Tangible visuals are always better for the Guest.

**Say:** "The Whitehaven is incredibly versatile."

**Purpose:** Removes the Guest's fear of long-term commitment and positions the Whitehaven as a timeless, style-flexible investment, a hallmark of Luxe.

## **Storytelling:** *Romance Language that Evokes Emotion*

"It's modern, but still warm. Elevated without feeling intimidated. This is the kind of style that feels lived-in, loved, and easy."

## **Add on & Upsell:** *Complete the Look*

"Our designers also paired the Whitehaven with this art piece to pull all the tones together and give the room a natural focal point. We've done the design work for you, so you get a professionally styled home without even paying for it."

## **Product Knowledge**

- Modular pieces can float anywhere in a room setting; sides are finished (with no connectors)
- Corner-blocked frame
- Loose seat and back cushions
- Memory foam cushions wrapped in feather-fiber blend jacket
- Non-skid, low-profile accent legs with faux wood finish
- Platform foundation system resists sagging 3x better than spring system after 20,000 testing cycles by providing more even support
- Smooth platform foundation maintains tight, wrinkle-free look without dips or sags that can occur over time with sinuous spring foundations

## **Nuvaluxe™ Approved Talking Points:**

- Nuvaluxe™ is a water-resistant fabric treatment
- It creates a water-resistant barrier applied to the fabric surface
- Fabrics treated with Nuvaluxe™ are spot clean only using a soap and water solution
- Designed to support normal, everyday indoor use

## **Cushion Construction**



# Next-Gen Nuvella™ vs. NuvaLuxe™

## Understanding the Difference

When it comes to fabric, both Next-Gen Nuvella™ and NuvaLuxe™ are Ashley product details you may hear referenced. While they are related, they serve two very different purposes—one is the fabric itself, and the other is a protective treatment applied to fabric.

Knowing the difference helps you present each one effectively based on what it can offer the guest and their lifestyle.



### What is Next-Gen Nuvella™?

#### Next-Gen Nuvella™ is a fabric.

Ashley's Next-Gen Nuvella™ is a high-performance upholstery fabric designed for real life. It blends durability, comfort, and easy care, making it an excellent option for busy, lived-in homes.

#### Key Features of Next-Gen Nuvella™

- Performance fabric built for long-term, everyday use
- Solution-dyed fibers help maintain color over time
- Exceptionally durable and resistant to daily wear
- Family-friendly—ideal for homes with kids, pets, or frequent entertaining
- Designed for easy cleaning and maintenance

#### Cleaning & Care

- Most cushion covers are removable and machine washable
- Plastic zippers help prevent rust
- Non-removable areas can be cleaned with mild soap and water
- Tough stains can be treated with a diluted bleach solution

#### Why guests love it:

Next-Gen Nuvella™ gives families peace of mind, allowing them to enjoy their furniture without stressing over spills, messes, or everyday wear—while still keeping a polished look.



### What is NuvaLuxe™?

#### NuvaLuxe™ is a fabric treatment.

NuvaLuxe™ is a water-resistant treatment applied to the surface of select upholstery fabrics. It creates a protective barrier that helps resist everyday moisture and supports easier spot cleaning.

#### Key Features of NuvaLuxe™

- Water-resistant treatment applied to the fabric surface
- Creates a protective top layer that helps liquids bead up temporarily (non-oil-based liquids only)
- Designed to support easy spot cleaning with soap and water
- Intended for normal, everyday indoor use
- Applied at the product level and cannot be added or removed

#### Where NuvaLuxe™ is Used

- Select stationary upholstery and motion upholstery
- Accent and throw pillows
- Select import casegoods, including dining chairs and headboards

#### Why guests love it:

NuvaLuxe™ adds an extra layer of protection that supports easy care and everyday living, making it a great option for guests looking for added peace of mind.



# ASHLEY LUXE

with associations by

SIGNATURE DESIGN

BY **ASHLEY**<sup>®</sup>



# BRACKEN - B985



R406901 8X10



L235694



A2000787/788



A1001142



A8000407



A10010184



A1001167

# BRACKEN - D985



R405101 8 X10



R407671 8X10



A8010419



A2000874/875



A2000511/512

# CALDEN - 73610



R407531 8X10



L235861



L207674



T992



A8000409



A8000464



A8000375



A3000762

# CALDEN - 73611



A4000724



A3000763



R408341



A8000478



T563



L235994



A4000699



A2000876/877



A4000683

# CALDEN - 73609



R407641



A4000728



A8010281 X2



A3000782



L207634



T985



A4000647

# WHITEHAVEN 77410/11



T961



A3000700



A8000426



A8000463



A4000717



A4000610



L208434



L208431



A8010414



A8000428



R407621

# MODERO - U1250



T954



L207624



A3000811



R407711



A8000509



A2000735

# NEO - D954



R406821 8X10



L208444



R406931



A2000841/842



A8010456



A8000482



A2000895



A2000820

# NEO - B954



L208454



L235984



A2000847



A2000514



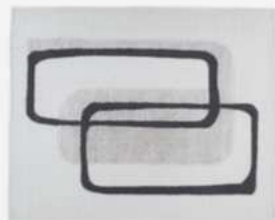
A1001060



R407721



A2000795



R407561



A1001108



A8000495



A3000694

# PILLOW RACK



A1001094



A1000974



A1001104



A1001130



A1001131



A1001135



A1001038



A1001125



A1001122



A1001063



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A1001116



A1001110



A1001120



A1000962



A1000956



A1000761

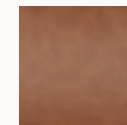
# THE Calden Collection

Inviting textures and modular forms create a versatile collection that never goes out of style.

## FEATURES

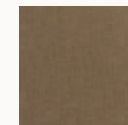
- Nuvaluxe™ is a water-resistant barrier applied to fabric surface
- Configurable as a sofa, chair, chaise, or sectional
- Modular components support scale, balance, and flexibility

## LEATHER

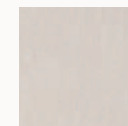


Caramel  
Leather:  
73609

## FABRICS



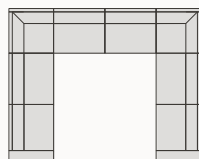
Sable Velvet:  
73610



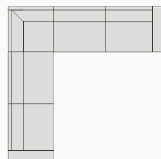
Oyster  
Bouclé: 73611

## CONFIGURATIONS

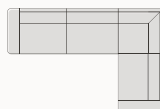
All measurements are approximate



**8-pc Sectional**  
168" x 132"  
LAF Corner Chair 64  
Armless Chair 46 (x2)  
Wedge 77 (x2)  
RAF Corner Chair 65



**5-pc Sectional**  
132" x 132"  
LAF Corner Chair 64  
Armless Chair 46 (x2)  
Wedge 77  
RAF Corner Chair 65



**4-pc Sectional**  
132" x 92"  
LAF Corner Chair 64  
Armless Chair 46  
Wedge 77  
RAF Corner Chair 65



**4-pc Sectional**  
160" x 67"  
LAF Corner Chaise 16  
Armless Chair 46 (x2)  
RAF Corner Chaise 17



**3-pc Sectional**  
128" x 67"  
LAF Corner Chaise 16  
Armless Chair 46  
RAF Corner Chair 65



**3-pc Sectional**  
128" x 67"  
LAF Corner Chair 64  
Armless Chair 46  
RAF Corner Chaise 17

## INDIVIDUAL PIECES



LAF Corner  
Chair  
64  
47" x 44"



RAF Corner  
Chair  
65  
47" x 44"



Wedge  
77  
44" x 44"



Armless  
Chair  
46  
39" x 44"



LAF Corner  
Chaise  
16  
40" x 67"



RAF Corner  
Chaise  
17  
40" x 67"

## ADDITIONAL PIECES



Sofa  
38  
94" x 44"



Loveseat  
35  
68" x 44"



Chair and a Half  
23  
48" x 44"



Ottoman  
14  
44" x 24"



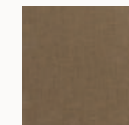
# THE Whitehaven Collection

Gentle curves and modular forms bring character and comfort to contemporary design.

## FABRICS



Oyster  
Bouclé: 77411



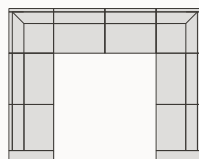
Sable Velvet:  
77410

## FEATURES

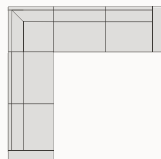
- Nuvaluxe™ is a water-resistant barrier applied to fabric surface
- Reversible seat cushions are made with memory foam and blended feather/fiber wrap
- Configurable as a sofa, chair, chaise, or sectional
- Modular components support scale, balance, and flexibility

## CONFIGURATIONS

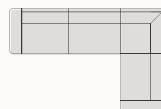
All measurements are approximate



**8-pc Sectional**  
172" x 134"  
LAF Corner Chair 64  
Armless Chair 46 (x4)  
Wedge 77 (x2)  
RAF Corner Chair 65



**5-pc Sectional**  
134" x 134"  
LAF Corner Chair 64  
Armless Chair 46 (x2)  
Wedge 77  
RAF Corner Chair 65



**4-pc Sectional**  
134" x 92"  
LAF Corner Chair 64  
Armless Chair 46  
Wedge 77  
RAF Corner Chair 65

## INDIVIDUAL PIECES



**LAF Corner  
Chair**  
64  
47" x 44"



**RAF Corner  
Chair**  
65  
47" x 44"



**Wedge**  
77  
44" x 44"



**Armless  
Chair**  
46  
41" x 44"

## ADDITIONAL PIECES



**Sofa**  
38  
93" x 44"



**Loveseat**  
35  
70" x 44"



**Chair  
and a Half**  
23  
52" x 44"



**Oversized  
Accent Ottoman**  
08  
41" x 41"



**Ottoman**  
14  
43" x 23"

