

OUR DESCRIPTORS

substance

deliberate

homey

celebration

character

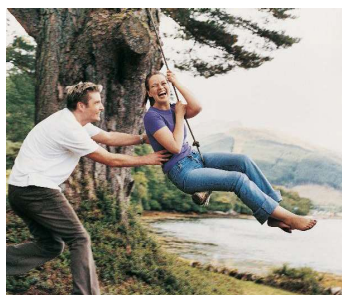
classic

nautical

heft

natural

warm



COLLECTION OVERVIEW- THE “WHY”

- IN REVIEWING OUR PRODUCT ASSORTMENT BY LIFESTYLE, THERE WAS A VOID IDENTIFIED FOR A COLLECTION INSPIRED BY AMERICANA. PRODUCT ATTRIBUTES ARE ANCHORED IN THE HERITAGE OF FURNITURE DESIGN AND INSPIRED BY A RUSTIC STYLE APPROACH. BOTH NATURAL ELEMENTS AND WARM ACCENTS GIVE A FRESH APPROACH TO CURATED DESIGN. THE TOWNSER COLLECTION IS AVAILABLE IN THE “BEST” PRICE POINT LEVEL ON OUR MERCHANDISING GRID.



CUSTOMER SEGMENT

- **THIS CUSTOMER IS YOUR SOCIAL SUBURBANITE- THEY LOVE TO ENTERTAIN AND ARE SOCIALLY ACTIVE IN THEIR COMMUNITY**
- **THEY CRAVE STYLE, SOPHISTICATION AND QUALITY WITH AN INVITING ATMOSPHERE & THEIR LOVE FOR THE GREAT OUTDOORS INSPIRES THEIR HOME**



DESIGN INSPIRATION & TRENDS

FURNITURE



- DARK WOOD FINISH
- NEUTRAL BODY CLOTH
- TEXTURAL CHENILLE
- HERRINGBONE PATTERN



TOWNSER WOOD FINISH

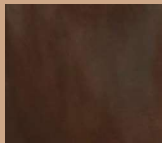
ILENA ACCENT PILLOWS & OTTOMAN

INSPIRATION FROM:

- CORE COLOR- AUTUMN/WINTER 2017/2018

DESIGN INSPIRATION & TRENDS

FURNITURE



- SIMPLE PAISLEYS & FLORALS
- JUTE COLORED BODY CLOTH
- NUTMEG COLOR LEATHER

BAXLEY ACCENT PILLOWS

VINCENZO SOFA

INSPIRATION FROM:

- STYLEFILE AUTUMN/WINTER 2016/2017
PARIS

DESIGN INSPIRATION & TRENDS

ACCESSORIES



- PLAIDS & PAISLEYS
- QUILTED FASHION
- RUSTIC DÉCOR ACCENTS



TOWNSER TOP OF BED

INSPIRATION FROM:

- RIVER ISLAND AUTUMN/WINTER 2016/2017
- KEY ITEMS AUTUMN/WINTER 2016/2017: JACKETS

DESIGN INSPIRATION & TRENDS

ACCESSORIES



- NATURAL ELEMENTS
- FAUX FUR
- WOOD DÉCOR

INSPIRATION FROM:

- UK 1970s FOLK AUTUMN/WINTER 2015/2016
- VALENTINO SPRING 2016 READY-TO-WEAR

COLLECTION OVERVIEW- THE “WHY”

- IN REVIEWING OUR PRODUCT ASSORTMENT BY LIFESTYLE, THERE WAS A VOID IDENTIFIED FOR A COLLECTION THAT RESEMBLES TRADITIONAL ELEMENTS WITH A RUSTIC TOUCH. THE WINDVILLE COLLECTION WAS DESIGNED TO SATISFY THAT CONSUMER WHO IS LOOKING FOR FURNITURE WITH SUBSTANCE AND CHARACTER. THIS COLLECTION IS IN THE “BEST” PRICE POINT LEVEL ON OUR MERCHANDISING GRID.



DESIGN INSPIRATION & TRENDS

FURNITURE



- NAVY SHADES
- TAN BODY CLOTH



AMADINE SOFA & ACCENT PILLOWS

INSPIRATION FROM:

- KEY COLORS AUTUMN/WINTER 2016/2017

DESIGN INSPIRATION & TRENDS

FURNITURE



WINDVILLE WOOD FINISH



ASHLEY'S ADELYN PILLOW



- CHERRY TONE WOOD FINISH
- SADDLE BROWN LEATHER
- TRIBAL PRINT ACCENTS

INSPIRATION FROM:

- BUYERS' BRIEFING AUTUMN/WINTER 2016

DESIGN INSPIRATION & TRENDS

ACCESSORIES



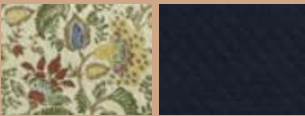
- TRIBAL PRINTS
- WOOD DÉCOR

ABNER & ADOLFO POUFS



DESIGN INSPIRATION & TRENDS

ACCESSORIES



WINDVILLE TOP OF BED

- QUILTED FASHION
- FLORALS
- PLAIDS
- LAYERING

INSPIRATION FROM:

- KEY COLORS AUTUMN/WINTER 2016/2017
- CATWALK PRE-SUMMER 2017 TREND ALERT-FLORAL EXPLOSION



HERITAGE HR ROAD™

Close your eyes and imagine that the holidays are here. All of your family is gathered in the living room, cuddled up with plaid pillows and fur throws, absorbing the warmth of the fireplace. The aroma of your honey baked ham seeps from the oven. Everyone is laughing and having a great time with apple cider in hand. As you close the oven and stand to look around, a sense of pride overwhelms you. You are so proud of your home. You've worked so hard to create a stylish, sophisticated space to entertain, and you're grateful to share it with your family. This is home.

Such is the inspiration for Heritage Road—Ashley HomeStore's newest lifestyle, debuting just in time for the holidays. This warm and inviting Lifestyle is exclusive to the HomeStore – so you won't find these furnishings anywhere else.

As you can see, it's a celebration of style and substance. The living room, bedroom and dining room collections are beautifully crafted and classically designed with a rustic touch. Color found in nature, from nautical sands and briny blues are tempered with wonderful earthen hues. Plaids, paisleys, southwest prints, faux furs, and decor highlight a love for the great outdoors. It's a highly curated approach and one that keeps this Lifestyle humble and warm. Enjoy the journey home that is Heritage Road.



HERITAGE HR ROAD™

Close your eyes and imagine that the holidays are here. All of your family is gathered in the living room, cuddled up with plaid pillows and fur throws, absorbing the warmth of the fireplace. The aroma of your honey baked ham seeps from the oven. Everyone is laughing and having a great time with apple cider in hand. As you close the oven and stand to look around, a sense of pride overwhelms you. You are so proud of your home. You've worked so hard to create a stylish, sophisticated space to entertain, and you're grateful to share it with your family. This is home.

Such is the inspiration for Heritage Road—Ashley HomeStore's newest lifestyle, debuting just in time for the holidays. This warm and inviting Lifestyle is exclusive to the HomeStore – so you won't find these furnishings anywhere else.

As you can see, it's a celebration of style and substance. The living room, bedroom and dining room collections are beautifully crafted and classically designed with a rustic touch. Color found in nature, from nautical sands and briny blues are tempered with wonderful earthen hues. Plaids, paisleys, southwest prints, faux furs, and decor highlight a love for the great outdoors. It's a highly curated approach and one that keeps this Lifestyle humble and warm. Enjoy the journey home that is Heritage Road.

Heritage Road: Top 5 Picks

Heritage Road features gorgeous collections that are bound to satisfy our guests. So how does one begin to create her dream home with this Lifestyle? Well, start with my list of top 5 picks.

1) Townser Dining (D636)

The Townser dining collection is most certainly one of my favorite pieces in this Lifestyle. Made with rough milled solid pine and a natural texture, I'd be fighting for a seat at this table! Don't worry though, it features an extension and can seat up to eight comfortably. I love the beautiful turned legs and the planking detail. The host chair makes a statement with its gorgeous wing back style, and then there is the bench! OBSESSED. This dining set screams timeless beauty!



Journey Down Heritage Road: The Inspiration

Close your eyes and imagine that the holidays are here. All of your family is gathered in the living room, cuddled up with plaid pillows and fur throws, absorbing the warmth of the fireplace. The aroma of your honey baked ham seeps from the oven. Everyone is laughing and having a great time with apple cider in hand. As you close the oven and stand to look around, a sense of pride overwhelms you. You are so proud of your home. You've worked so hard to create a stylish, sophisticated space to entertain, and you're grateful to share it with your family. This is home.

Such is the inspiration for Heritage Road—Ashley HomeStore's newest lifestyle, debuting just in time for the holidays. This warm and inviting Lifestyle is exclusive to the HomeStore – so you won't find these furnishings anywhere else.

As you can see, it's a celebration of style and substance. The living room, bedroom and dining room collections are beautifully crafted and classically designed with a rustic touch. Color found in nature, from nautical sands and briny blues are tempered with wonderful earthen hues. Plaids, paisleys, southwest prints, faux furs, and decor highlight a love for the great outdoors. It's a highly curated approach and one that keeps this Lifestyle humble and warm.

Enjoy the journey home that is Heritage Road.



Ilena sofa's gorgeous herringbone pattern and sandstone hue set the perfect stage for seasonal pillows. And its grand scale is matched by the deeply tufted ottoman.



LIFESTYLE



CUSTOMER SEGMENT

SOCIAL SUBURBANITE

- Loves to entertain
- Socially active in her community
- Proud of her home which reflects her status and aspirations
- This family craves style, sophistication and quality with an inviting atmosphere
- She has a love for the great outdoors and spends her time hiking, meditating, and/or sailboating



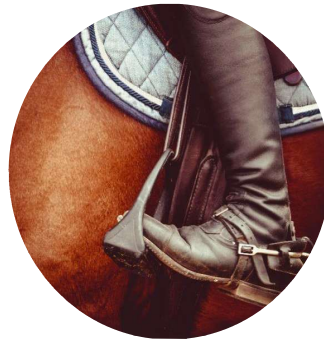
BRAND EXPRESSION



- Curated
- Collections
- Cultured



- Rustic
- Humble
- Unpretentious



- Horse country
- Leathers & hides
- Great outdoors



- Americana
- Heritage
- Freedom to choose



LIFESTYLE DESCRIPTORS

- Substance
- Deliberate
- Homey
- Celebration
- Character
- Classic
- Nautical
- Heft
- Natural
- Warm



OVERVIEW

Our program will generate hype and interest by leveraging national digital media, social media, email and event marketing with dedicated messaging of the launch of this new lifestyle.

Using the Big Savings event starting on October 18th to launch Heritage Road, the messaging leading to the event will begin 30 days prior. Messaging will focus on the lifestyle while showcasing its rustic, curated, Americana, nautical and the great outdoors look and feel.

To generate buzz with the media, a national launch event will be held in New York City where people can interact with the product and view it before it hits the floors.



DIGITAL MEDIA

EMAIL

During the soft launch of Heritage Road, we will layer in a “Coming Soon” banner in the weekly brand inspirational emails.

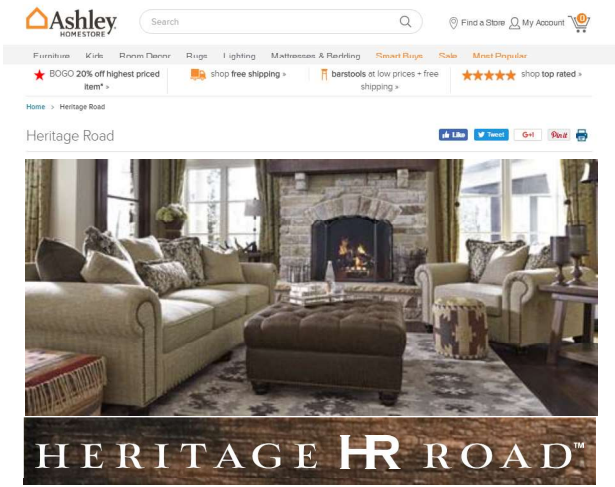
National & Local (RLF and KWF)

- 10/3
- 10/7
- 10/10
- 10/14

WEBSITE

During the soft launch of Heritage Road, a landing page will be created that will contain a lifestyle descriptor and product highlight. This will help provide our guests sneak peeks of the product.

Live Date of Landing page: 10/1



SOCIAL MEDIA

Ashley HomeStore national and local pages will help generate the buzz through Facebook, Twitter, Instagram and YouTube. Leveraging the in-house social team, we will work to develop buzz-worthy content that will help generate hype with our followers.

ORGANIC POST SCHEDULE

	Messaging	Facebook	Instagram	Twitter	YouTube
Week of 10/2	Coming Soon...	1 Image Post	1 Image Post	2 Image Posts	1 Video Post
Week of 10/9	Coming Soon...	1 Video Post	1 Image Post	2 Image Posts	N/A

PAID POST SCHEDULE

	Messaging	Facebook	Instagram	Twitter	YouTube
10/3-10/14	Coming Soon...	2 Carousels 2 Static Ads	TBD	1 Static Ad	N/A



