



PLANNING & REVIEW

As a team, we are DRIVEN in the
pursuit of excellence.



Pittsburgh, PA

Ashley HomeStore



Façade Designer

- Purpose:
- >provide façade design
 - >provide material, color and signage specifications



Construction Interior Designer

- Purpose:
- >provide wall layout
 - >provide full set of construction plans and details
 - >provide construction purchase orders



Merchandise Interior Designer

- Purpose:
- >provide lifestyle layout
 - >provide merchandise layout/plan, signage plan and paint plan
 - >work with licensee to provide merchandise list



Our Design Team

As a team, we are **DRIVEN** in the pursuit of excellence.



Merchandising Home Accents

- Purpose:
- >provide 3rd party home accent purchase orders
 - > customize accents based on store size
 - > Provide consistency for the Ashley brand





CONSTRUCTION INTERIOR DESIGN

PRESENTING NOW

As a team, we are DRIVEN in the pursuit of excellence.

Construction Interior Designer
Cassie Sikowski



Construction Manager
Sarah Hulett



CONTENTS

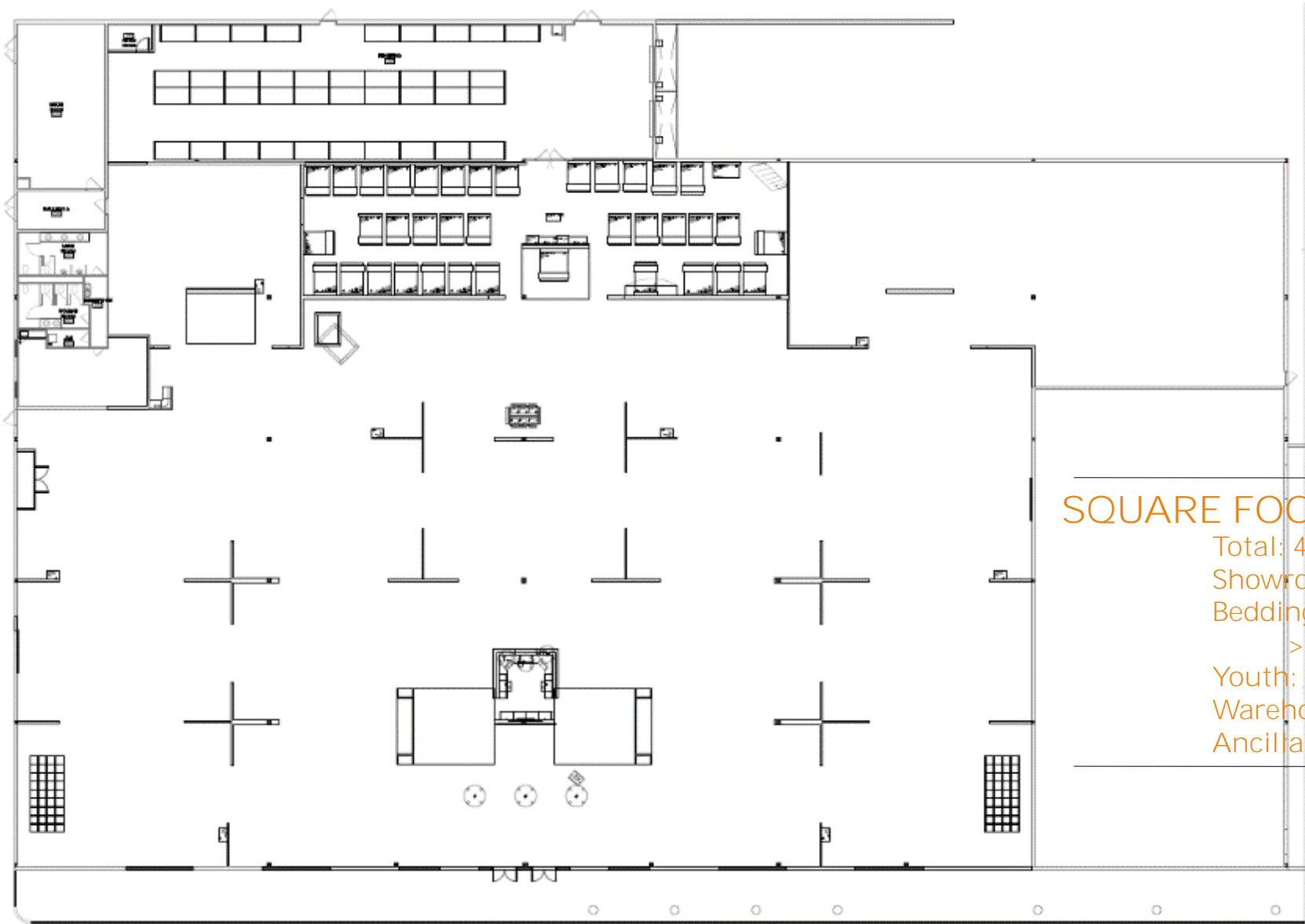


*Please note that these images are intended to give you a conceptual idea of what these typical elements look like. They are not intended to represent the finishes or the exact design that has been specified for your store. Please see your construction documents and finish schedule for store specifications.

Construction Design
Showroom Features
Flooring
Specialty Areas
Ancillary
References



FLOOR PLAN



SQUARE FOOTAGES

Total: 47,646 SF

Showroom: 35,639 SF

Bedding: 3,565 SF

> 36 Mattresses

Youth: 1,920SF

Warehouse: 4,112 SF

Ancillary: 7,800 SF



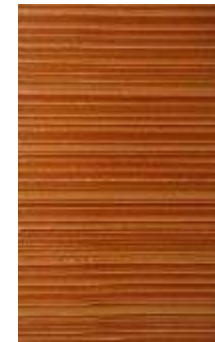


SHOWROOM FEATURES

ENTRANCE



flooring



entrance
wall
covering

CANTILEVERS

> Creates an intimate and focused vignette, giving the customer a visual of what the furniture can look like in their home.

ASHLEY MONUMENT WALL

> Our brand story
> Technology-Engaging the customer both emotionally and interactively.

ACCESSORY SHELVES

> Grab and Go accessory stack-outs showcasing color, coordinated pieces and providing seasonal inspiration.

DRUM SHADE PENDANTS

> Soft, non-style specific lighting sets the right ambience for the furniture.

FLOORING

> Horizontal striped porcelain tile
> Adds visual interest without conflicting with the furniture style.
> Unique design element to the Ashley HomeStore brand



GUEST SERVICES



vertical
laminated
surface



quartz
solid
surface

back
laminated
surface



STONE FEATURE WALL

- > Visual focal point highlighting our brand.
- > Back wall with  signage



ACCESSIBLE LOCATION

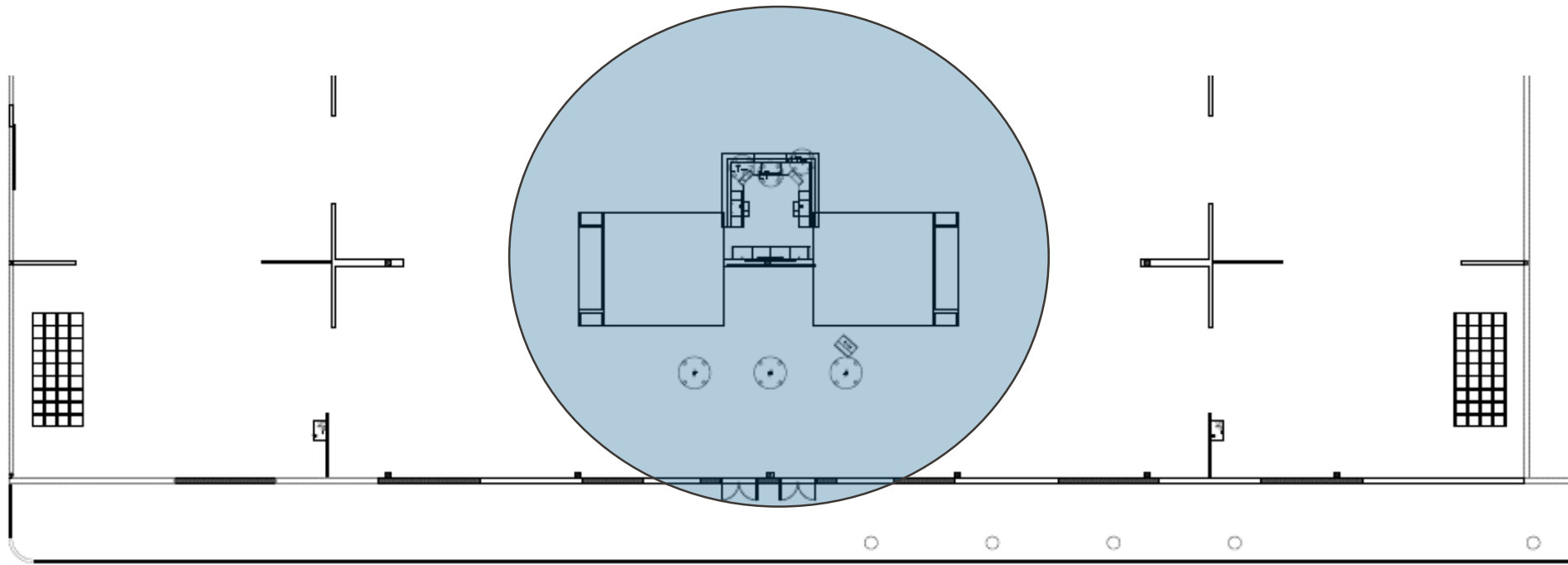
- > Located directly behind Brand Wall.
- > Quick and easy access for accessory check out while minimizing impact of space in the showroom.

BRANDED FINISHES

- > Pendant drum shades
- > Laminated and quartz finishes
- > Creates inviting service experience for the customer.



FLOOR PLAN-ENTRANCE/GUEST SERVICES



TECHNOLOGY

Providing SMART solutions.



Where technology could be located...

- > Ashley Monument Wall
- > Ashley Moment Walls
- > Bedding Department
- > Gathering Table

What you'll receive from us...

- > Power Plan and Details
- > Communication Plan and Details
- > Details for Gathering Table



For more information...

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GATHERING TABLE



vertical
lamine
surface



back
lamine
surface



BRANDING

> Consistent showroom brand feature wall.

TOUCHSCREENS

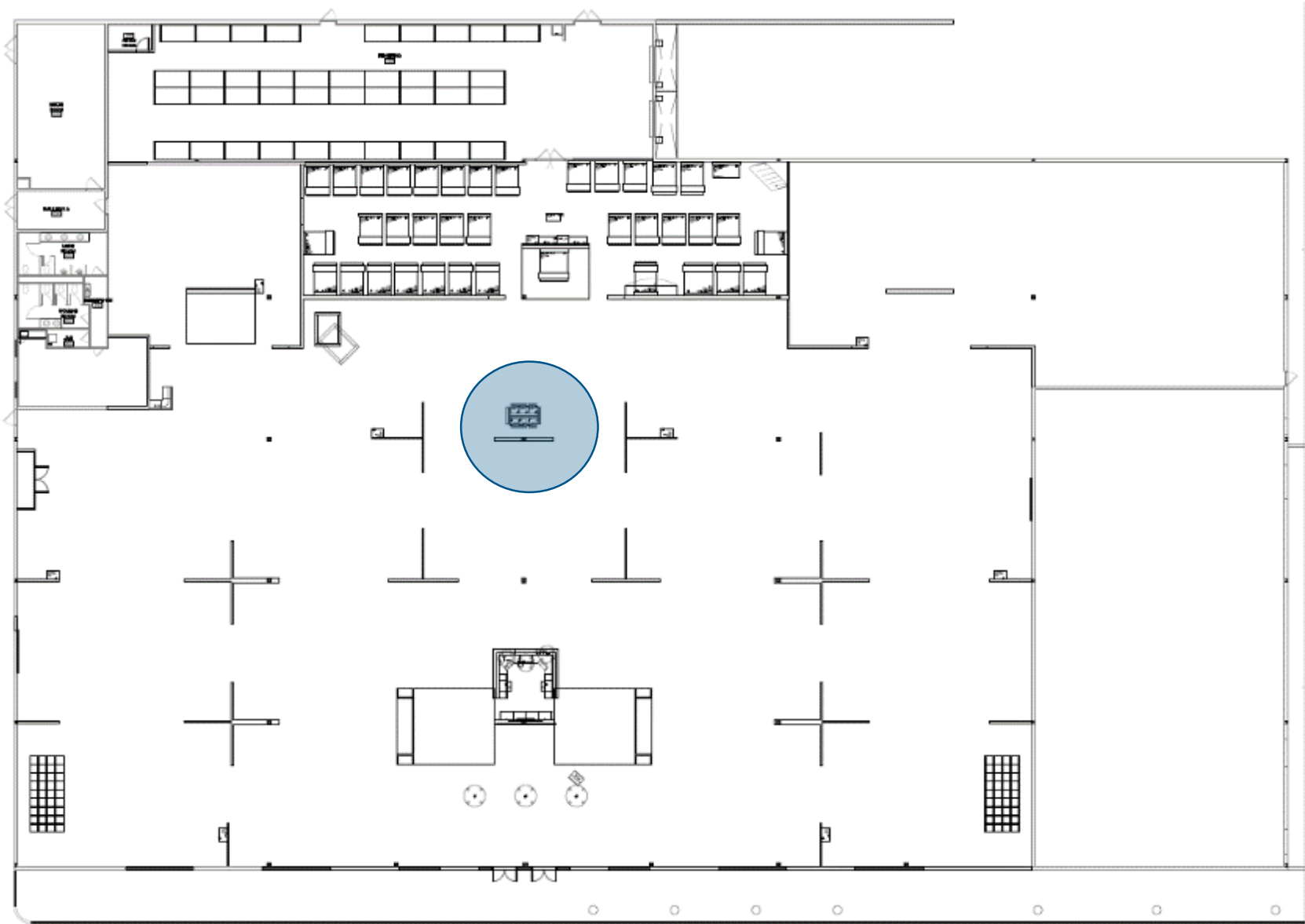
> Multiple interactive touchscreens to review endless aisle merchandise
> Customer can preview all configurable furniture and color choices available.

BRANDED FINISHES

> Laminate and quartz finishes
> Creates inviting interactive experience for the customer.



FLOOR PLAN-GATHERING TABLE



MOMENT WALL



REPETITION

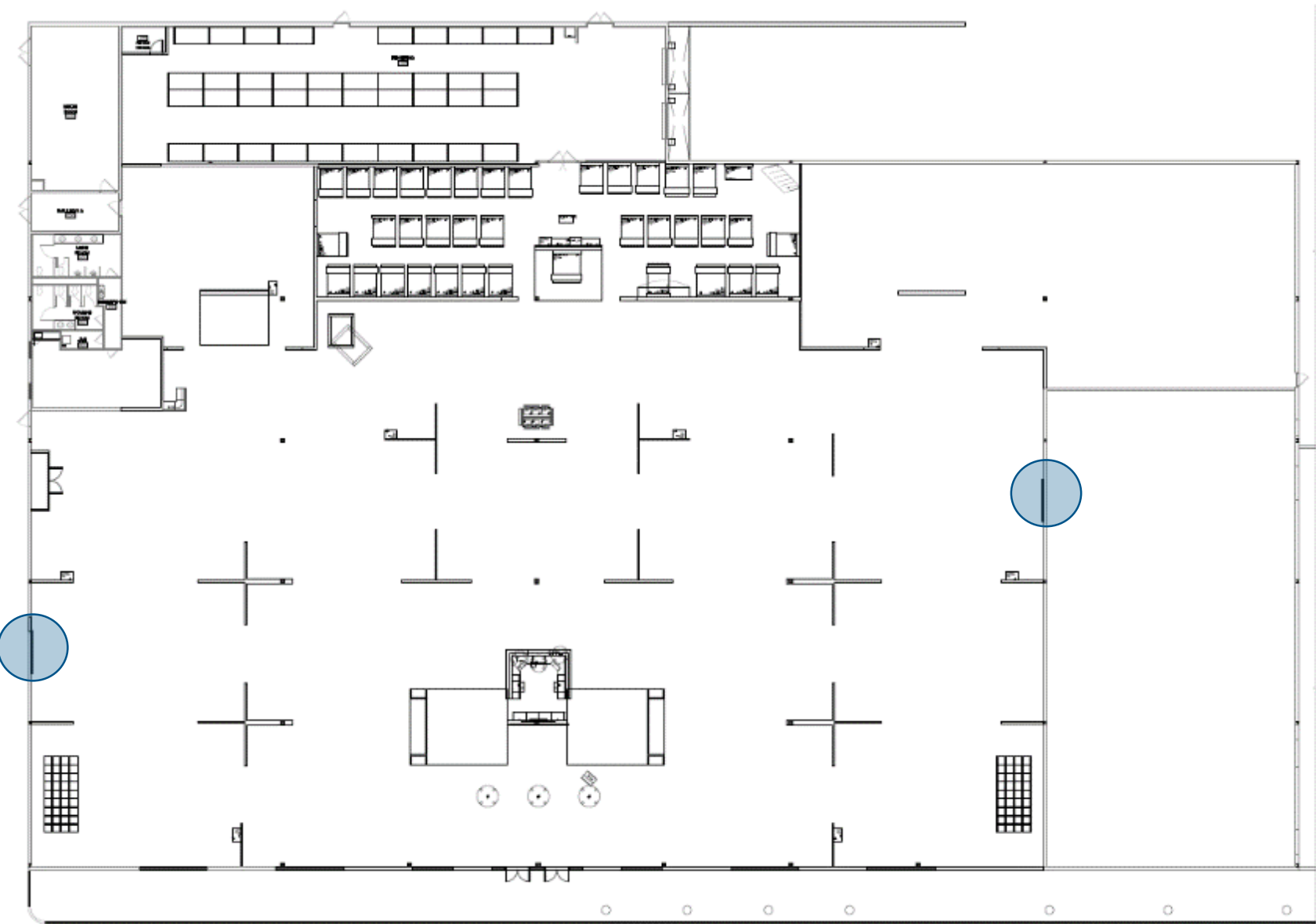
> Provides consistent messaging to the consumer through branding and recognizable

TECHNOLOGY

> Option: Interactive touchscreen TVs where the consumer can research Ashley product.



FLOOR PLAN-MOMENT WALLS



SHOWROOM CEILINGS

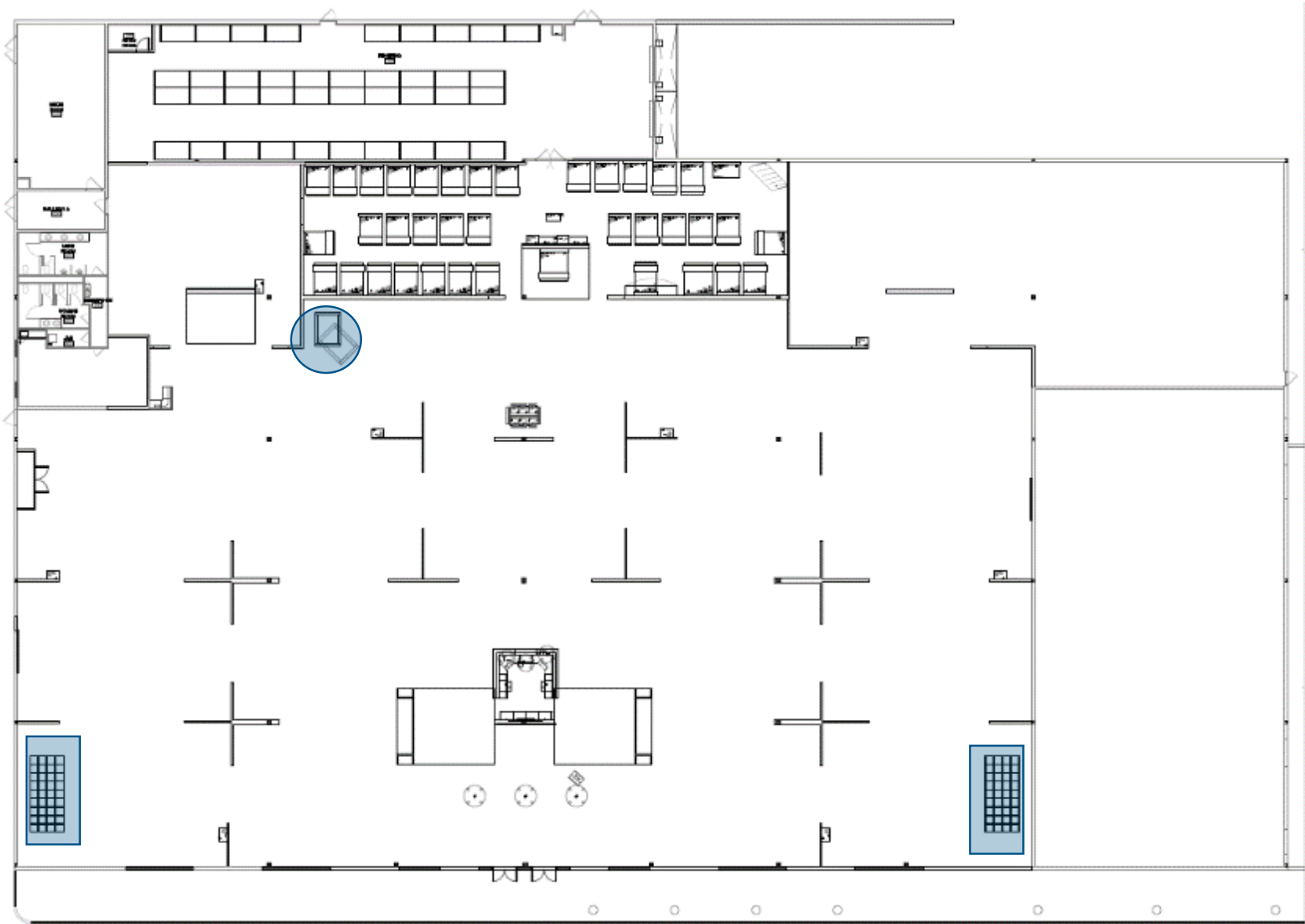


LIFESTYLE CEILING ELEMENTS

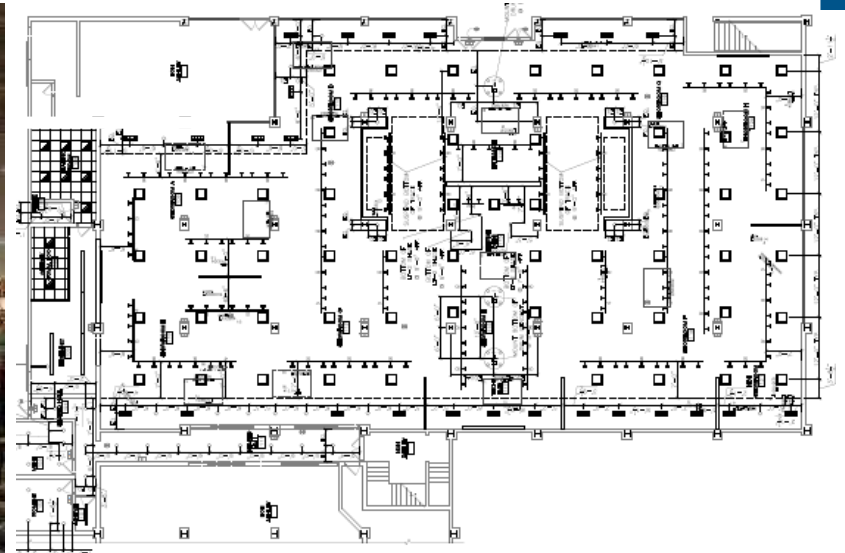
- > Brings intimacy to lifestyle collection stories
 - > Provides way finding for the consumer
-



FLOOR PLAN-CEILING ELEMENTS



SHOWROOM LIGHTING



LED TRACK

> 2700k LED track lighting for longevity and low energy use.

GENERAL FLUORESCENT

> 3500k general overhead fluorescent lighting

DECORATIVE LIGHTING

> Additional power to support new Ashley decorative lighting throughout the showroom.

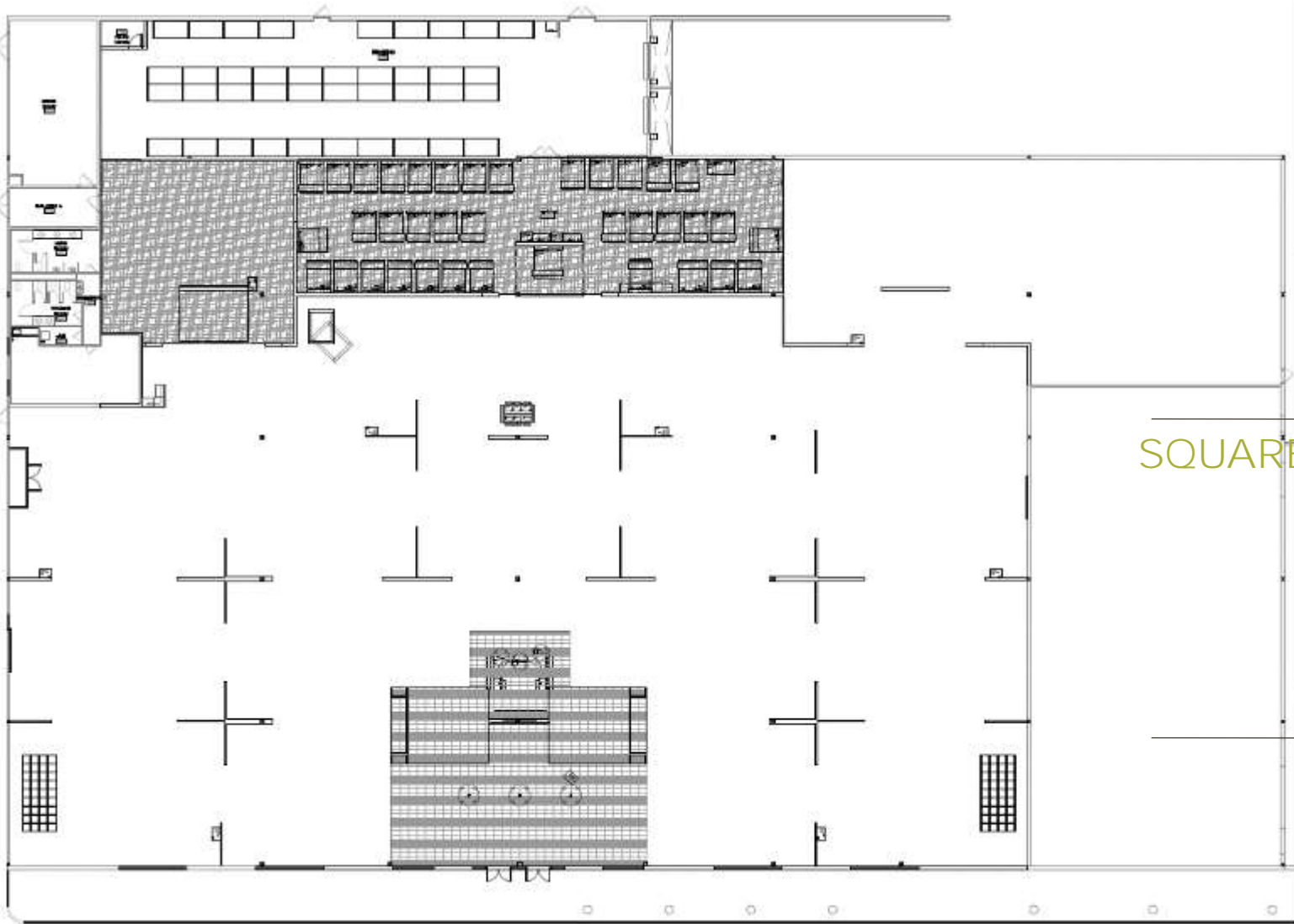
* Special negotiated pricing exclusive to Ashley





FLOORING

FLOOR PLAN-FLOORING



SQUARE FOOTAGES

Total: 47,646 SF
Showroom: 35,639 SF
Bedding: 3,565 SF
> 36 Mattresses
Youth: 1,920 SF
Warehouse: 4,112 SF
Ancillary: 7,800 SF



ENTRANCE FLOORING



gray tile



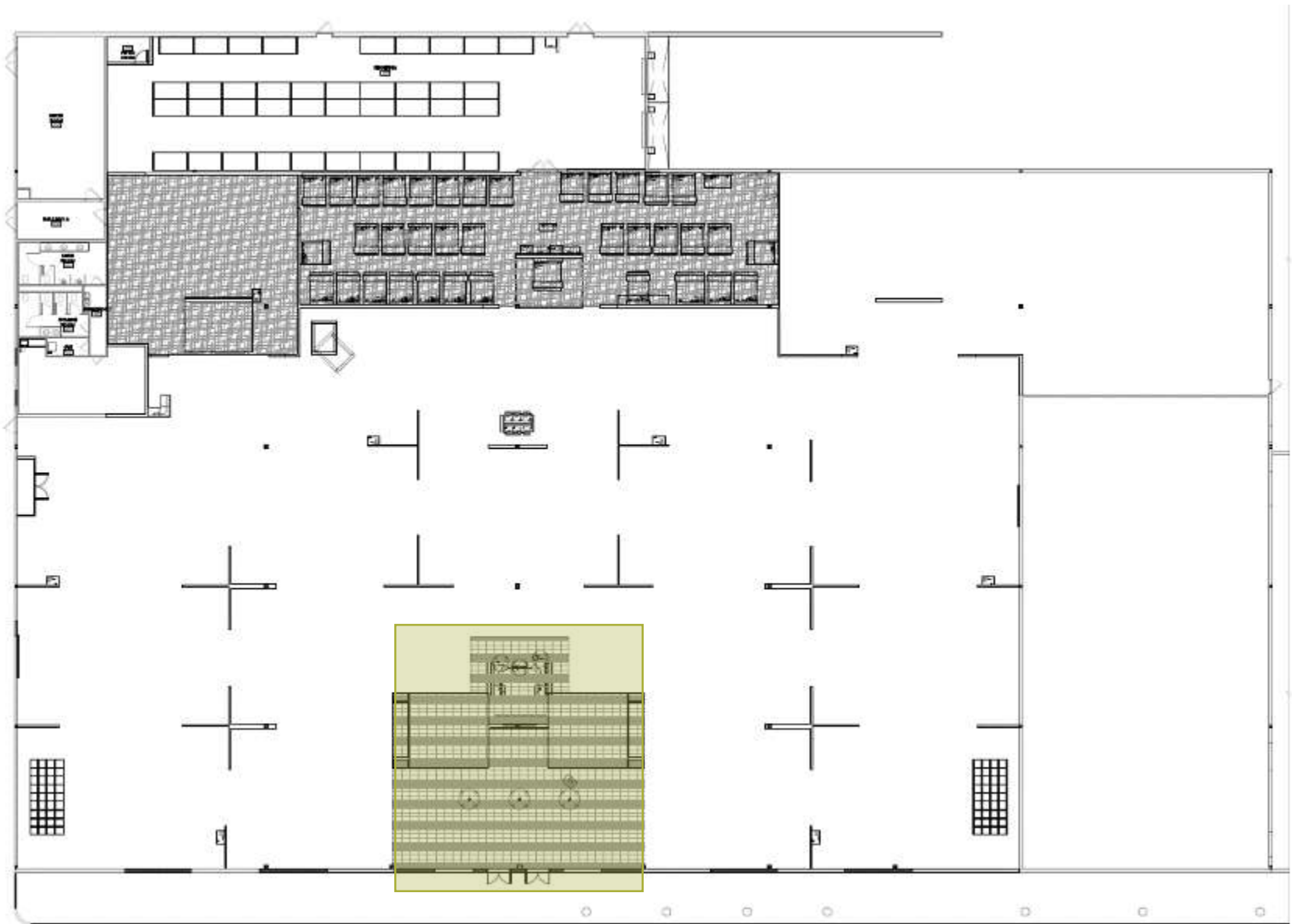
cream tile

HORIZONTAL STRIPED TILE

- > Adds visual interest without conflicting with the furniture style.
 - > Unique design element to the Ashley HomeStore brand
-



FLOOR PLAN-ENTRANCE/BOULEVARD FLOORING



SHOWROOM FLOORING



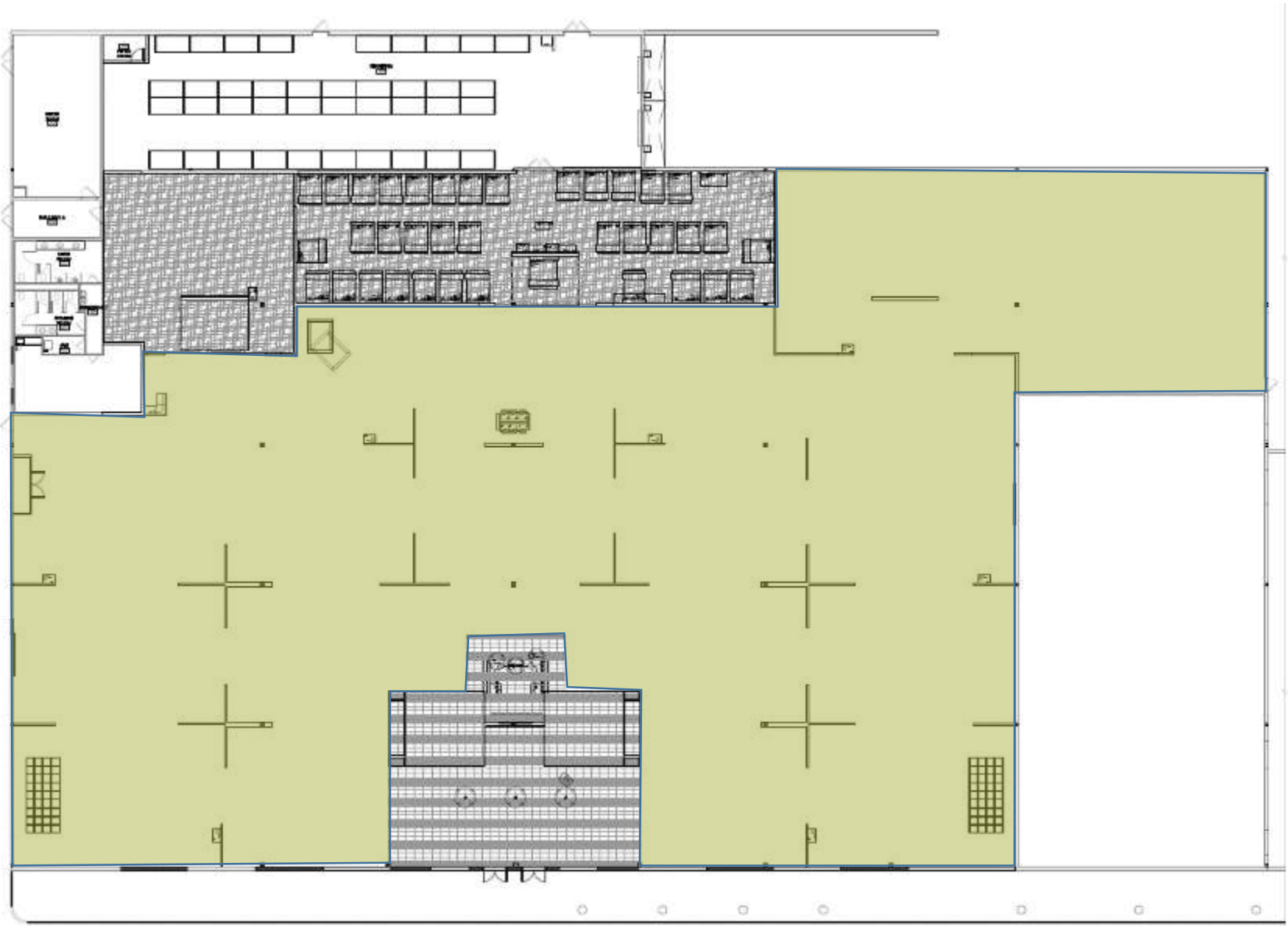
stained
polished
concrete

CONCRETE

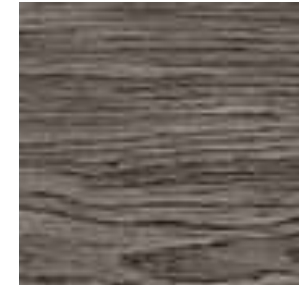
- > Classic look that coordinates with all lifestyles, creating a flexible showroom.
 - > Low maintenance with longevity.
-



FLOOR PLAN-SHOWROOM FLOORING



SHOWROOM FLOORING



MAGNETIC FLOORING

- > Accent flooring for lifestyle collection under cantilever.
 - > Non-permanent and flexible throughout the showroom
 - > Optional
-



SHOWROOM WALL APPLICATIONS



Urbanology Faux Red Brick



Urbanology Optional Concrete Wallcovering



Vintage Casual Faux Cream Brick



Contemporary Optional Wallcovering

WALL APPLICATIONS

- > Wall applications for various lifestyles
 - > Defines the lifestyle and adds interest to an area
-



SHOWROOM WALL APPLICATIONS



Vintage Casual
Optional Cedar Shake
Shingles



New Traditions
Optional
Board and Batten Wall



Heritage Road
Optional Lap Board and Beam



Heritage Road Optional Wine Barrels



New Traditions
Optional Chair Rail

WALL APPLICATIONS
> Wall applications for various lifestyles
> Defines the lifestyle and adds interest to an area





SPECIALTY AREAS

YOUTH



gen * now
the new generation of style.



showroom
flooring



pallet wall



CANTILEVER ENTRY

- > Provides design continuity throughout the showroom.
- > Provides an intimate space setting for youth product.
- > Drywall Cantilever

SPECIALTY AREAS

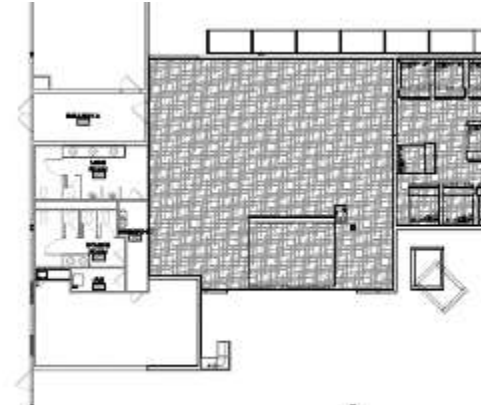
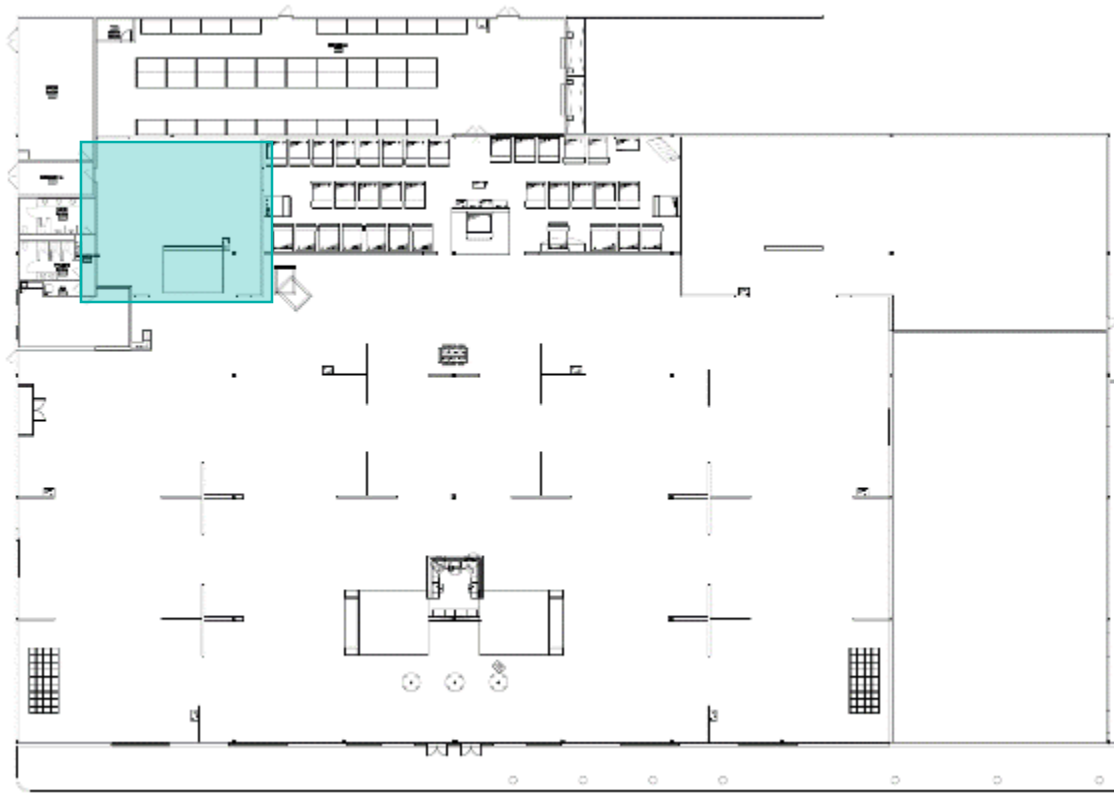
- > Option: Curved carpet change, pallet feature wall, ombre feature wall
-



ombre wall



YOUTH-FLOOR PLAN



YOUTH FLOORING PLAN

SQUARE FOOTAGES
YOUTH: 1,553 SF



BEDDING



SW7643
Pussywillow

SW6507
Resolute Blue

SW7006
Extra White



showroom flooring



tufted
wall

CANTILEVER ENTRY

- > Option 1: Drywall Cantilever
- > The cantilever provides design continuity throughout the showroom.

DESIGN ELEMENTS

- > Pendant lights, Tufted wall panels

PAINT PALETTE

- > Neutral background to create a clean and relaxing environment.
- > Blue accent branding color.
- > Option: Striped Painted wall

FIXTURES

- > Value Bedding Cabinet (holds 6 twin matt.)
 - X-Sensor
 - Fixtures to display product
 - > Bed Gear Fixture
- > Options: Mattress section display, sleep desk



bed gear



bedding cabinet



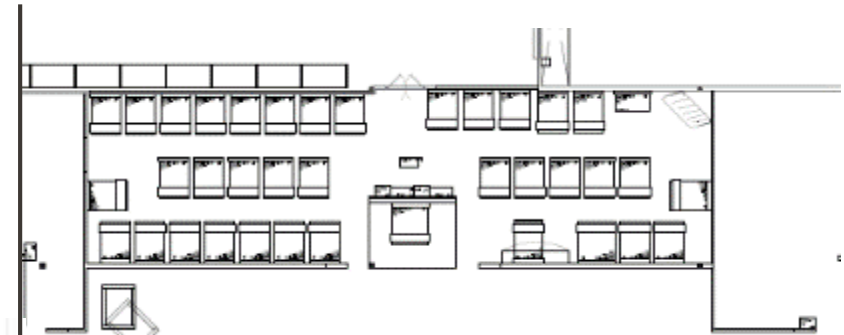
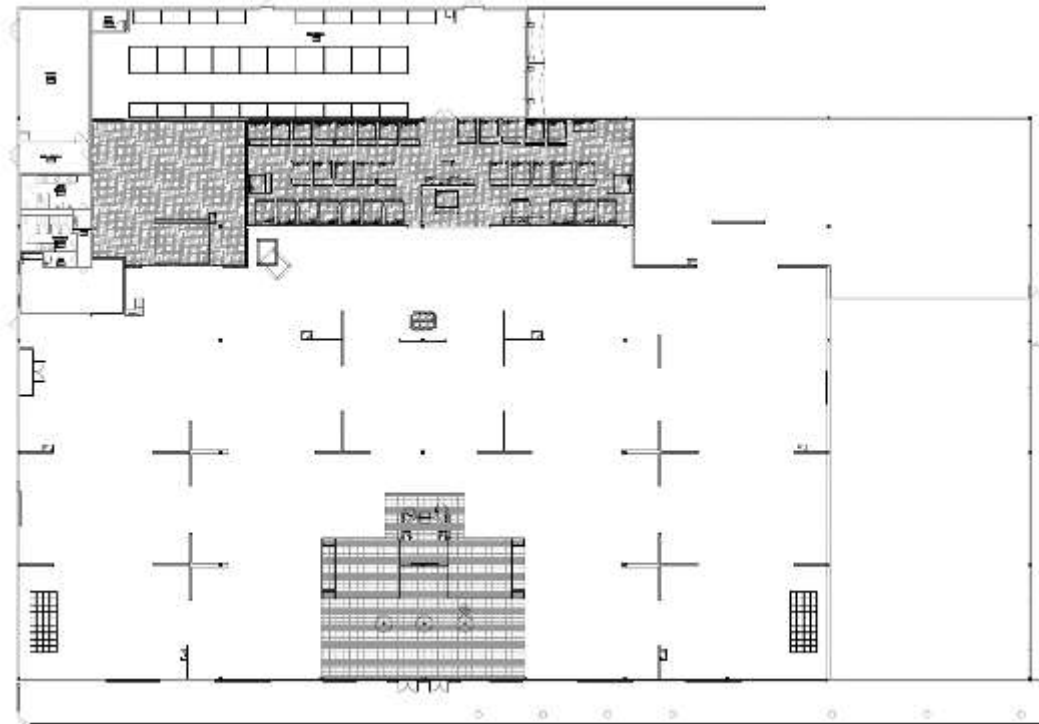
X-Sensor



Linen Fixtures



BEDDING-FLOOR PLAN



BEDDING FLOORING PLAN

SQUARE FOOTAGES

Bedding: 3,656 SF

- > 36 Mattresses
- > 1 Dream Diagnostic Bed
- > 1 Value Bedding Cabinet





ANCILLARY

RESTROOMS



floor tile



wall tile



quartz
solid
surface



BRANDED FINISHES

- > Cream floor tile
- > Gray Striped accent wall tile
- > Quartz countertop surface

DESIGN ELEMENTS

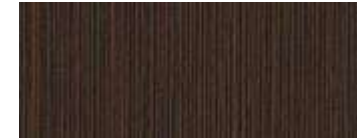
- > A clean and crisp color palette, coordinating with branded showroom finishes.
-



BREAK ROOM



vct flooring



vertical surface

laminate countertop



BRANDED FINISHES

- > Cream VCT flooring
- > Wood laminate vertical surface
- > Coordinating laminate countertop

OPTIONS AVAILABLE

- > Employee Lockers
-



RECEIVING



WAREHOUSE RACKING

- > Organize and protect accessories and wall art.
 - > Maximize storage space.
-





REFERENCES

PURCHASE ORDERS

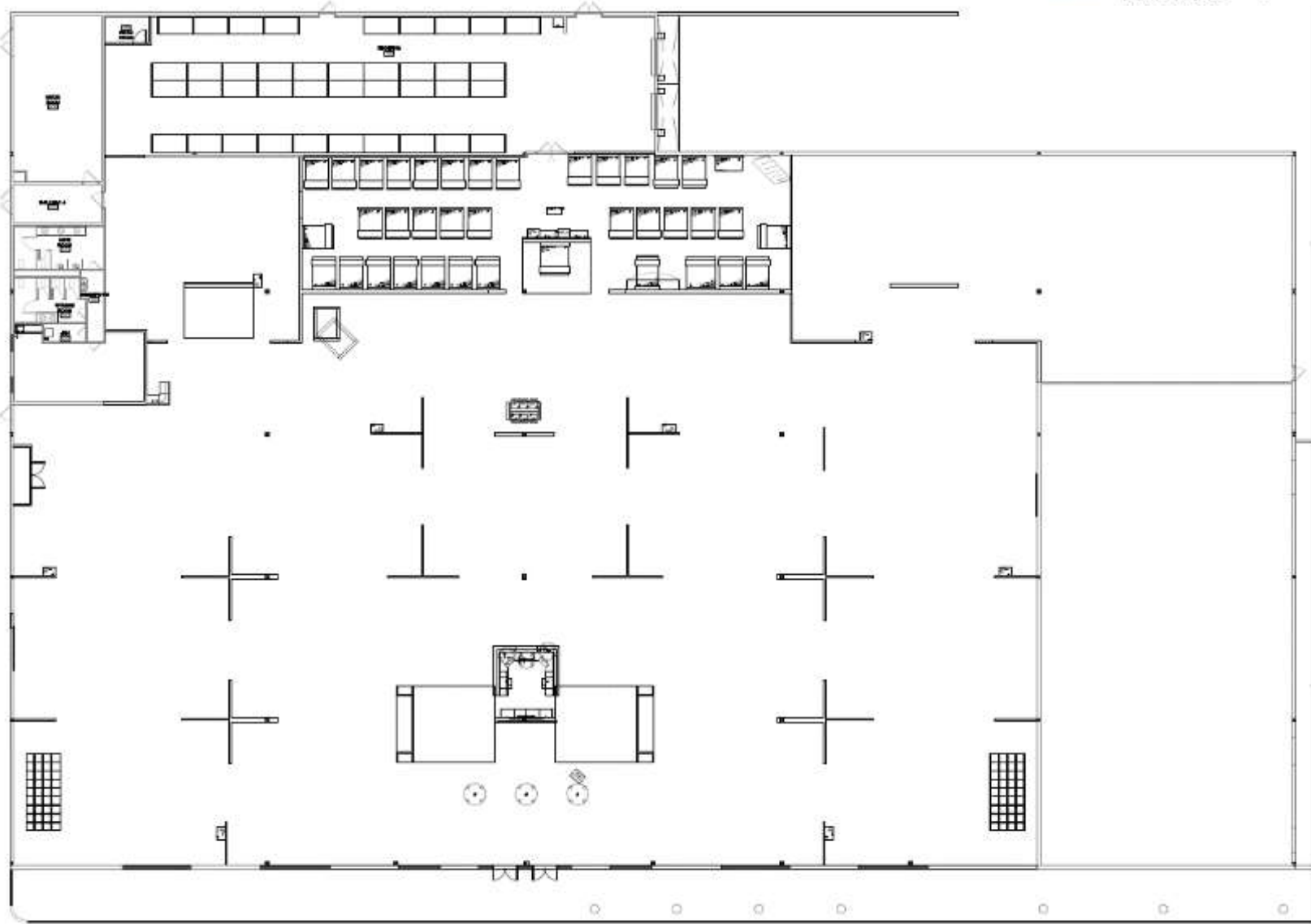
The following purchase orders will be sent by the Construction Interior Designer.

-
- > Entrance drum shade pendants
 - > “House” logo for Guest Services
 - > Vintage Casual wall applications
 - > Urbanology wall applications
 - > Heritage Road wall applications
 - > Lifestyle ceiling grids
 - > Bedding pendants
 - > Value bedding cabinet
 - > Bedding tufted wall panels
-



QUESTIONS? CONCERNS?
COMMENTS?

RECAP



CONTACT INFORMATION

For any questions regarding your Ashley HomeStore, please contact the designers listed below.

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