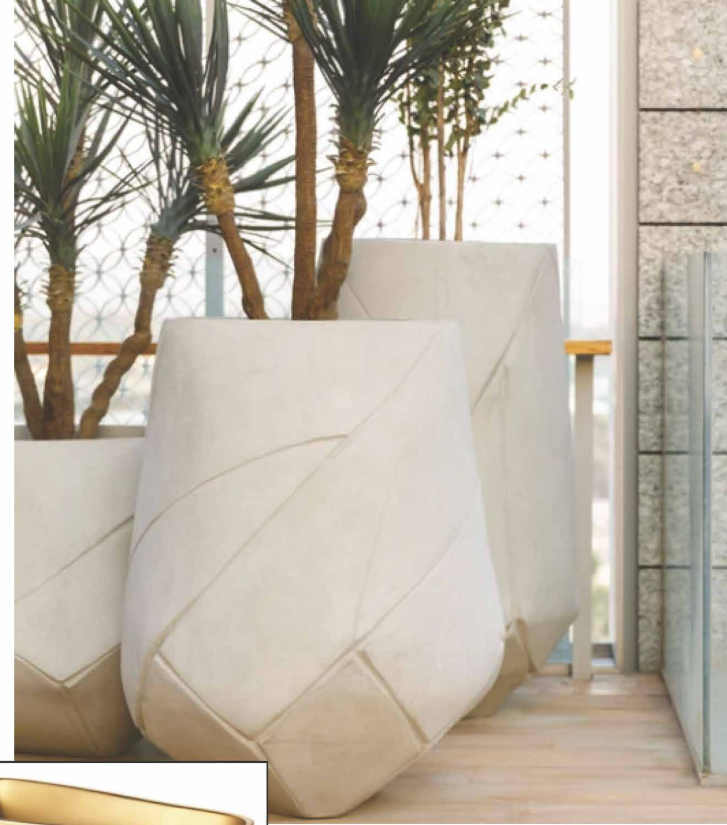


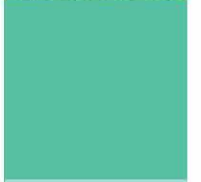
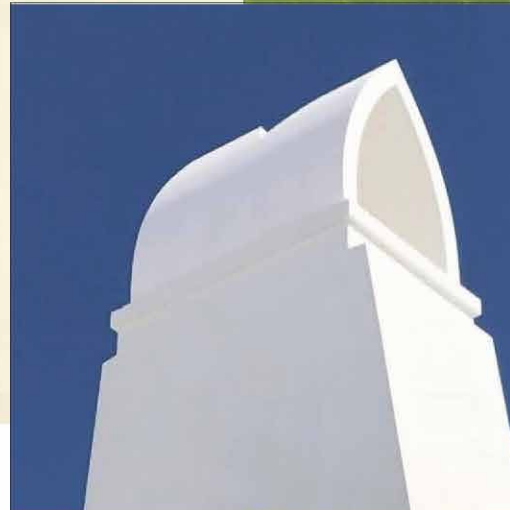
# New Concept

- Cleaner lines with a tailored aesthetic.
- Architectural references focused on a Strip Classical aesthetic
- Refined edges - sculptural rather than organic
- Classics with a twist
- A cleaner re-imagined take on Napa style
- Carefully curated international influences
- Handsome accents - ex. leather accessories
- subtle references to trend forward design styles  
ex. "mid-century lite"



# Newport (need to rename)

- Move visuals toward Alys Beach
- Clean lines with organic elements inspired by beach and coast
- Notes from Dutch colonial architecture of Stellenbosch
- Vibe needs to be focused on Coastal; narrow the visual scope
- Casual materials with buttoned up implementation



Country House (need to rename)

- Think Chalk Hill in Highlands
- Move Barclay blue and white here (and remove showroom marketing)
- Should exemplify classic American style; should not be Joanna Gaines Farmhouse



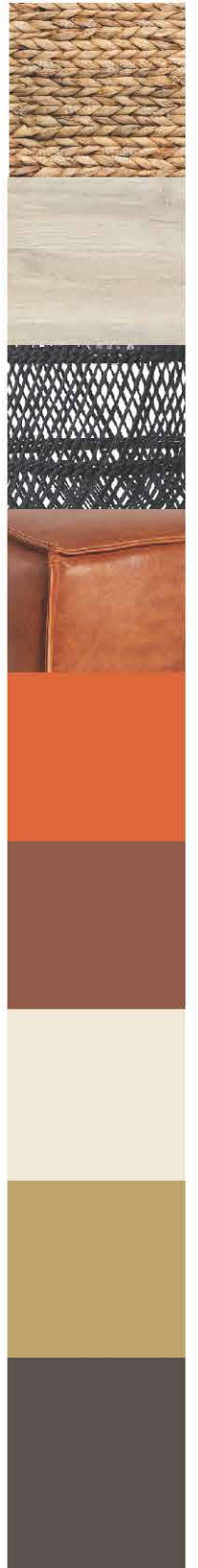
# Veranda (need to rename)

- Add new layer of depth with teak product from Indonesia
- Pull concept together with more European (Mediterranean coupled with Northern European) inspired outdoor living
- Bring in hand painted ceramics from Italy.



# Soma

- Phase out overly ethnic product
- Introduce wovens from Mexico; these will have soft references to their origin
- Urban dweller with an appreciation of cleaner lines
- Hints of international influence
- Leather will be an important material



# Meadowood

- Modern femininity
- Sophisticated simplicity with a light & fresh vibe
- Statement neutrals with soft metallics in silvers and golds
- Soft corals and blush



PANTONE®  
000C White

