



## The Brand Idea

### DEVELOPING THE HUMAN ELEMENT IN MARKETING

Research has found that we relate to brands the same way we relate to humans. Brands help us find and associate with people who hold similar values and lifestyles to our own.

That's why at Downeast, we approach our brand voice by establishing both brand and customer personas—who then interact through each marketing asset, like a conversation.

Additionally, our graphic design, styling, and photography work as the visual ambassadors to the brand—crafting the first impression and then maintaining a consistently beautiful and inspirational conversation space.

But ultimately, it's our brand values that help us find our character in the Downeast story.

## Brand Values

### WHAT DOES DOWNEAST STAND FOR?

Brand values help establish our team culture. They become the litmus test for decision making. And they help our customers know what to expect from us—so they can self-identity as a member of our tribe.

#### + CARE

We seek to listen, learn, and understand what matters most to you.

#### + EXPERTISE

Our in-house experts focus on your needs through innovative, authentic design.

#### + INTENTION

We support you in designing a life of your choosing that reflects your true self.

#### + INCLUSION, EQUITY, DIVERSITY

We champion fairness, respect, and equal access to opportunities.

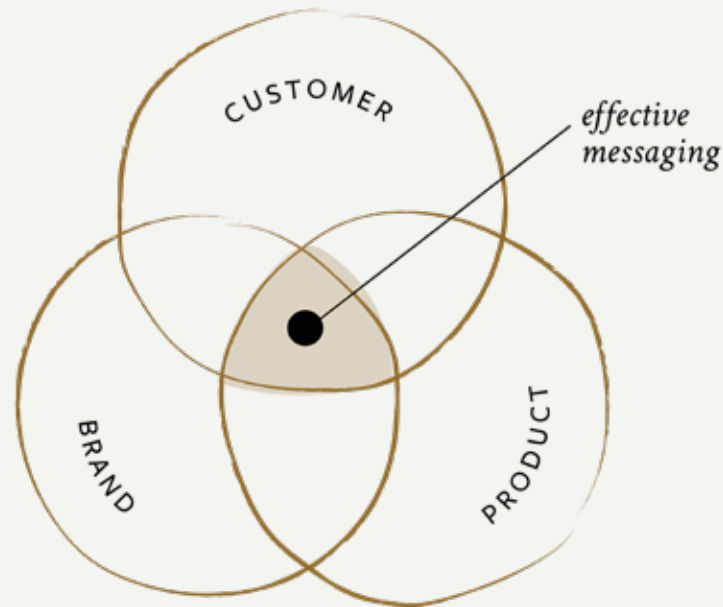
#### + IMPACT

We are committed to creating a sustainable and ethical product and retail experience.

## The Product

Effective brands are the perfect balance of audience, organization, and offer. That means nothing we do can possibly be successful unless our product stands up to our values and our identity.

Each value from intention to care to expertise must shine in our product quality, origin, and aesthetic.



We take that to heart in the following ways:

### QUALITY

Each furniture item and apparel piece is directed and designed in-house. We control the quality level and ensure durability standards meet the needs of our customer.

### ORIGIN

Our commitment to sustainable practices means each material and process is intentional and beneficial to our environment and social responsibility.

### AESTHETIC

Style and expression are at the heart of our homes and wardrobes. Our in-house designers balance comfort, function, and aesthetic in a way that's instantly aspirational.

## The Brand

**PRIMARY BRAND ARCHETYPE:** Companion

**PSYCHOLOGICAL FUNCTION:** Belonging

**STRENGTHS:** Loyalty. Detail orientation. Determination. Practicality. Patience.

- A friend and confidante
- A trusted support
- Offers assistance, order, and belonging
- Respects others' values and worth
- Offers help without judgement
- Can always be relied on
- Good natured
- Enables freedom

**SECONDARY BRAND ARCHETYPE:** Artist

**PSYCHOLOGICAL FUNCTION:** Order

**STRENGTHS:** Expression. Creativity. Focus. Inspiration. Unorthodox perspective. Talent for channeling the fullness of the human experience into tangible forms.

- Makes the ordinary extraordinary
- Boundless curiosity and playfulness
- Deep emotion and rich source of inspiration
- Intense motivation and need to express
- Experiences and interprets life
- Goes beyond all five senses
- Challenges, disputes, and reframes society's most revered concepts

## Meet: Christopher Davis

**ECONOMIC MODEL:** HENRY—Temperate Pragmatist: 15% of Market Spend

**PRIMARY ARCHETYPE:** Ruler

**PSYCHOLOGICAL FUNCTION:** Order

- Represents power and control, motivated to lead
- Position is earned rather than inherited
- Demonstrates expertise, a proven track record, competence
- Realist, finds meaning in creating harmonious and constructive structures

**SECONDARY ARCHETYPE:** Rebel

**PSYCHOLOGICAL FUNCTION:** Change

- A force to be reckoned with, key to social change
- Harbinger of fresh perspectives, aspirational change
- Rule breaker, challenges convention by questioning status quo
- Exhibits bold leadership, courage, power
- Helps others dispel fear of victimization



### DEMOGRAPHICS

- Age: 50
- Location: Los Angeles, California
- Family Status: Married, one daughter
- Career: Political science professor at University of Southern California
- Education: Doctorate degree
- Household Income: \$178
- Homeowner: Yes
- Transportation: Drives a BMW, not for status but for the engineering; wife drives a Prius

### PSYCHOGRAPHICS

Concerned about the environment and the negative results of the typical American throwaway consumer lifestyle. He recycles, reuses, and makes do.

He loves DIY and is interested in the tiny home movement that's popular on HGTV programs.

He is also interested in the emerging renting and sharing economy.

## BUYING BEHAVIOR

Shops both online and in-store.

He searches by product rather than by brand.

Reads reviews before making a purchase.

Consults four or more sources to help make purchase decisions.

He intensely researches the page, viewing all the product details and pictures.

He uses social media for information like comparison shopping rather than discounts or sales.

He is less price sensitive than the average shopper, more interested in quality and style.

He favors brands that are solid, well-crafted, long-lasting, and inconspicuous.

Looking for a lifetime's worth of use from purchases.

Won't buy more than he needs.

He steers away from overt marketing messages based on prestige, status, and entitlement.

He values convenience, this includes shopping, shipping, and returns.

In Downeast Home stores, 45 to 54-year-old shoppers account for 35% of business.

45 to 54-year-old shoppers account for 15.7% of online Downeast Home business.

He is spending \$1,100 on an average ticket on downeasthome.com.

His daughter is attending the University of Utah, he and his wife love to shop The District when they visiting her throughout the year.

## STORYTELLING STRATEGY

**Performance Luxury:** It's about delivering an experience that is meaningful and adaptable to the needs of Chris's fast-paced lifestyle. The luxury of performance means it will work better and deliver value to the customer. It positions the brand as the smart choice. By highlighting specific functional features of our products, we make our brand the best option for an informed, discerning customer. We must also work to position our luxury as performing for the customer over the long term.

**Luxury of Craftsmanship:** Chris has a deep appreciation for hand-crafted, handmade items touched by a master. He looks for the details that signal quality and care. The luxury of craftsmanship links Chris with the creative spark of the artisan. Through it, he participates personally in the creative process. It's a powerful way for us to tell a new story of luxury that resonates with Chris in an authentic and meaningful way.

## SOURCES

Unity Marketing: Meet the HENRYs: Consumer Psychology; Social Security Administration: Top Names of the 1970s; ThoughtCo: Top 100 Most Common Last Names in the United States; Glassdoor: Professor Salaries; First Insight: The Rise of the New Male Power Shopper; Entrepreneur: When Marketing to Men, Keep These 10 Stats in Mind; Practical Ecommerce: Understanding Affluent Male Online Shopping Behavior; Practical Ecommerce: Behavioral Differences Between Men and Women Influence Shopping; Statista: Average Size of a Family in the U.S.

## Meet: Heather Smith

**ECONOMIC MODEL:** HENRY—Cocooner: 25% of Market Spend

**PRIMARY ARCHETYPE:** Creator

**PSYCHOLOGICAL FUNCTION:** Order

- Passionate need for self-expression
- Cultural pioneer, creative, imaginative, nonconforming
- Offers a means of dealing with an out-of-control world
- Highly imaginative, developed sense of aesthetic
- Appears in environments that are reflective of good taste and unique point of view
- Innovation, invention, and reinterpretation
- Inner expression
- Dedicated, hardworking, and achievement oriented

**SECONDARY ARCHETYPE:** Everyman

**PSYCHOLOGICAL FUNCTION:** Belonging

- Believes everyone matters equally
- A good neighbor, seeks to do the right thing
- No need for heroics or adventure
- Charming sincerity, what you see is what you get
- Casual approach to life, understated, nonthreatening, helpful
- Strength of character, faithful, supportive, useful, resourceful



### DEMOGRAPHICS

- Age: 41
- Location: Salt Lake City, Utah
- Family Status: Married, three kids
- Career: Owns a flower shop, husband works in financial sector
- Education: Bachelor's degree
- Household Income: \$210k
- Homeowner: Yes
- Transportation: Honda Accord

### PSYCHOGRAPHICS

Loves decorating, furnishing, and cocooning herself in comfort  
 Wants to feel warm, secure, comfortable, and happy at home  
 Confident and in control, pragmatic and practical  
 Believes it's important to treat herself regularly  
 Splurges on wine and books

## BUYING BEHAVIOR

Expresses luxury in her home

Core customer for well-designed, high-end home furnishings

Doesn't focus luxury indulgences on herself

Wears mom jeans and sneakers shopping, potential to be overlooked as quality buyer

Lists are essential, determine what she'll buy before leaving the house

Appeals to marketing messages focused on traditional, hearth-and-home lifestyle

Bored of in-store promotions and isn't inspired by them anymore

When she finds a good deal, she shares it with friends and family

Recommendations play a pivotal role in purchases

Attraction to luxury isn't sophistication, but genuine quality and comfort in style

93% of women aged 40 to 60 make all or most of the financial decisions in households

On Downeasthome.com women spend twice as much as males

In Downeast stores, 35 to 44-year-old shoppers account for 35% of business

In Downeast stores, females make an estimated 25% of purchases alone

In Downeast stores, couples make an estimated 75% of purchases after a solo visit by a woman

In Downeast stores, an estimated 25% of customers shop with children

35 to 44-year-old shoppers account for 22.7% of online Downeast business

She is spending \$557 on an average ticket at The District

## STORYTELLING STRATEGY

**Functional Luxury:** The ability to deliver luxe performance doing different things. It's the idea of offering one item that can do more, giving the customer added-value for their premium investment. Multi-function furniture is an idea that resonates. Opportunities are wide open for marketers to present Heather with creative solutions to her family's living challenges with more luxurious multi-functional home furnishings.

**Luxury of Comfort:** At its core, luxurious home furnishings mean the ultimate in comfort. For Heather, purchase decisions center around comfort. Touch and feel matter more today than ever before. The luxury of comfort is a powerful selling point for home brands, since a key value of luxury is sensual pleasure. Our comfort messages need to be communicated in words and pictures through marketing. The best way to compete against Restoration Hardware is to take clients into our showroom for a test sit down where comfort and style intersect.

**Value Luxury:** If we don't give Heather a reason to pay more, she will always opt to pay less. Brands must deliver true value in line with Heather's tastes and feelings. Selling on the cheap and discount offers are nice, but Heather is willing and able to pay up when the value is there. The key is to make the value message real and tangible. "Price is what you pay. Value is what you get." –Warren Buffet. Home marketers must use their marketing and branding to quantify the value story and make it real. When given a choice between the good, better, or best brand, Heather will go for the mid-point better. The key is to tell the value story in real and meaningful terms.

## SOURCES

Unity Marketing: Meet the HENRYs: Consumer Psychology; Social Security Administration: Top Names of the 1970s; ThoughtCo: Top 100 Most Common Last Names in the United States; Glassdoor: Professor Salaries; First Insight: The Rise of the New Male Power Shopper; Entrepreneur: When Marketing to Men, Keep These 10 Stats in Mind; Practical Ecommerce: Understanding Affluent Male Online Shopping Behavior; Practical Ecommerce: Behavioral Differences Between Men and Women Influence Shopping; Statista: Average Size of a Family in the U.S.

## Meet: Sarah Lopez

**ECONOMIC MODEL:** HENRY—Aspirer: 25% of Market Spend

**PRIMARY ARCHETYPE:** Romantic

**PSYCHOLOGICAL FUNCTION:** Belonging

- Sees beauty and possibility
- Charming, charismatic, witty, optimistic
- Driven toward a life full of emotion
- Sense of completeness found in relationships
- Fun to be with, sociable, friendly

**SECONDARY ARCHETYPE:** Generalist

**PSYCHOLOGICAL FUNCTION:** Knowledge

- Expansive breadth of interests
- Open-minded with diverse talents
- The Renaissance Person
- Enchanted by the diversity available from culture, science, and arts
- Underlying belief that the world is treasure trove of experiences
- Thriving on being well-rounded and aspiring for competence
- Fills gaps, awakens unseen connections
- Broad understanding of how the world operates



### DEMOGRAPHICS

- Age: 32
- Location: Gilbert, Arizona
- Family Status: Divorced, no children
- Career: Pharmacist
- Side Hustle: Guatemalan cuisine online classes
- Education: Bachelor's degree
- Household Income: \$110k
- Homeowner: Yes
- Transportation: Volvo XC40

### PSYCHOGRAPHICS

Wants to be seen as a serious player in the market

Luxury shows social status and prestige

Less secure and confident than ultra-affluent counterparts

Believes status-symbol brands she owns identifies her as successful

Income doesn't yet match aspirations

Design conscious



## BUYING BEHAVIOR

The typical “aspirational” customer for most brands

She is a purchasing powerhouse

Her strong work ethic fuels purchase behavior

Her experiences motivate her purchases

Social drives her product awareness like no other channel

Her financial might is on the rise

Her next biggest purchase in the next 12 months will be on an experience

Wants to know what brands are making a difference in line with her own values

Sustainability practices influence her purchasing decisions

She knows the origin story of her favorite brands

Customer ratings and reviews influence her purchases

She has tried a new brand recommended by an influencer

More likely to purchase lowest priced model within a luxury brand’s range

Happy to wait until income catches up with luxury aspirations

On Downeasthome.com women spend twice as much as males

In Downeast stores, 18 to 34-year-old shoppers account for an estimated 10% of business

In Downeast stores, females make an estimated 25% of purchases alone

25 to 34-year-old shoppers account for 29% of online Downeast business

## STORYTELLING STRATEGY

**Create-Your-Own Luxury:** It’s all about self expression and the drive to become involved in the creative process, rather than just buying a product. By getting involved in the creative process, that product becomes their own. Custom design services, how-to guides, modular furniture design, ready-to-assemble items, experiential retail, are all examples of what works for Aspirers. They value the experience, the things they do more than the things they buy. We need to help Aspirers invest more than just money in our brand and products.

**Personalized Luxury:** It reflects the individual: who they are, their values, their identity, and their unique personality. It’s a rejection of traditional status symbols in favor of brands and icons that are highly personal and individualistic. Make Aspirers feel special. Make the experience relevant to their lives and lifestyles. Give a bespoke vibe. We act in the role of curator to help our Aspirers discover and express their personal vision in their homes. By helping them create a room that expresses themselves, we help them create a space that truly feels like home. It requires service beyond selling.

## SOURCES

Unity Marketing: Meet the HENRYs: Consumer Psychology; Home for HENRYs book by Pamela N. Danziger; Business Insider: Best Cars for Millennials; Social Security Administration: Top Names of the 80s; U.S. Census Bureau: Most Common Last Names; Forbes: 25 Best Paying Jobs for Women Right Now; Merkle: Why Millennial Women Buy; Entrepreneur: Side Hustles That Can Help You Turn a Profit





Downeast is a Certified B Corporation

Downeast



We're Using the  
Power of Business  
to Do Good

PEOPLE, PLANET, PROFIT

Chat with us!

01:33



# A Catalyst for Positive Change

Downeast Is a Certified B Corporation®

Certified B Corporations®, or B Corps™, are internationally-certified businesses working to redefine what success looks like—spoiler alert: it's about so much more than just making money.

Instead, this community of businesses is driving a movement to create a balance between people, planet, and profit in a way that benefits everyone. Here's how Downeast is making a difference.

[SEE OUR 2021 IMPACT REPORT](#)

**Certified**



**Corporation**



## Our Commitment to People

We are working to improve benefits and policies that make a meaningful difference to our employees and communities.

- Increased our entry-level base wage
- Paid 80% of health care insurance premiums
- Introduced employee wellness program
- Paid holidays and time off for all full-time employees
- Paid charity time off for community volunteer opportunities
- Paid caregiver leave following birth or adoption
- Strengthened policy supporting mothers in the workplace

We also recognized the Malouf Foundation as our official charitable partner. A portion of Downeast proceeds support their flagship cause. Together, we work to support survivors of sex trafficking and exploitation.



Chat with us!

# Our Commitment to the Environment

Downeast is joining the bigger cause of helping to shift global culture away from the damaging, disposable consumer lifestyle of the past toward a responsible and sustainable way forward.

By July of 2021 our goal is to significantly pivot from fast fashion toward sustainable apparel. The result? An 80 percent increase in clothing and accessories with a purpose.

Downeast Home is currently transitioning toward sustainable fabrics on select upholstered furniture pieces. We are currently in the testing period of development but look forward to sharing our progress soon.

## Additional Programs

- Underwent an eco-friendly renovation at headquarters featuring reused and recycled materials
- Implemented employee incentive to live closer to our workplace and cut carbon emissions
- Reallocating resources and decreasing utility usage for a more economical footprint
- Working to minimize waste across distribution channels

Chat with us!



## Our Commitment to Better Business

Style and expression are at the heart of our homes and wardrobes. Our in-house furniture and apparel designs balance comfort, function, and aesthetic in a way that's instantly aspirational—while supporting you as you live your best life.

Because each furniture item and apparel piece is designed and directed in-house, we control the quality level and can ensure durability standards meet the needs of our customers' fast-paced, purposeful lives.

Elevating our furniture and apparel quality while revolutionizing our in-store and online shopping experience is something we are investing in as a brand—plus, it's just plain good for business. Each choice we make as a business is guided by our core values.

[Chat with us!](#)

## Core Values

### *Intention*

We support you in designing a life of your choosing that reflects your true self.

### *Inclusion, Equity, Diversity*

We champion fairness, respect, and equal access to opportunities.

### *Impact*

We are committed to creating a sustainable and ethical product and retail experience.

### *Care*

We seek to listen, learn, and understand what matters most to you.

### *Expertise*

Our in-house experts focus on your needs through innovative, authentic design.



## Why Do B Corps™ Matter?

Every time you shop, you are voting with your dollars. And when you spend those dollars at a B Corp™, you're sending a strong and proud message that you support organizations working toward a better world. Together we can help address society's greatest challenges through business. Thank you for joining Downeast on this historic journey.

## Downeast Is Certified By B Lab®

B Lab is a third-party nonprofit organization that serves a global movement of people using business as a force for good. B Lab's vision is of an inclusive, equitable, and regenerative economic system for all people and the planet.

[SEE OUR 2021 IMPACT REPORT](#)

Joining the B Corp™ Community

MALOUF

patagonia

ATHLETA

  
Tillamook

BEN & JERRY'S

DOWNEAST

JOIN OUR EMAIL LIST

Email

SUBMIT

Call Toll Free:  
1-800-337-3076

[support@downeasthome.info](mailto:support@downeasthome.info)

[ABOUT US](#)

[CAREERS](#)

[STORE LOCATOR](#)

[BLOG](#)

[NEWSROOM](#)

[OUR FABRICS](#)

[CONTACT US](#)

[E-GIFT CARDS](#)

[DESIGN TRADE PROGRAM](#)

[FAQ](#)

[RETURN POLICY](#)

[SHIPPING INFO](#)

[TRANSPARENCY STATEMENT](#)

[TRANSPARENCY IN COVERAGE](#)

Certified



Corporation

[SEE OUR IMPACT](#) →

[PRIVACY POLICY](#) | [TERMS & CONDITIONS](#) | [DO NOT SELL MY PERSONAL INFORMATION](#)

COPYRIGHT © 2022 DOWNEAST. ALL RIGHTS RESERVED.

Chat with us!



# Esme Sofa

\$2,595

### MATERIAL

**PERFORMANCE  
VELVET**

PERFORMANCE  
WEAVE

### COLOR



SAFFRON



PRAIRIE



COCOA  
POWDER



BOURBON



SILHOUETTE



CREME



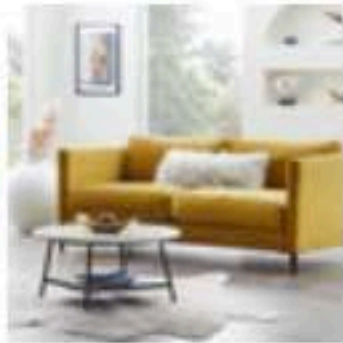
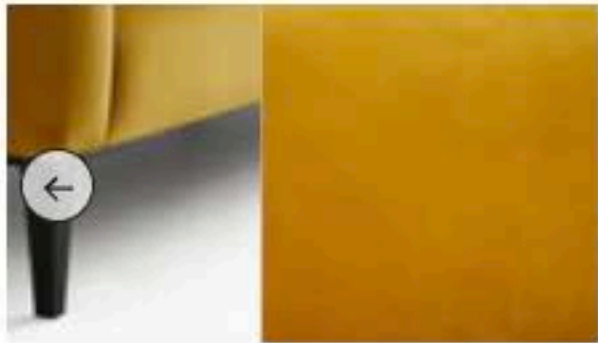
SEVENTH  
HEAVEN



UTOPIA



DREAMLAND



### QUANTITY

- 1 +

ADD TO CART

Chat with us!



The Esme Sofa is handmade to order and will ship in 16-18 weeks

The Esme Sofa offers a modern take on classic French style. Both structured and comfortable, this sofa answers the needs of every member of the family. The shelter sofa design envelopes you with the high back and sides. And added feminine details shine in the included inner-arm pillows and delicate steel legs. Our performance upholstery is packed with features: stain repellent, color fast, sustainable, and incredibly durable

#### **DIMENSIONS**



84"W x 40"D x 34"H

---

#### **MATERIALS**



- Performance velvet is 100% polyester, extremely durable, stain resistant
  - Seat cushions are filled with supportive foam and a cozy feather-and-down blend
  - D-rings anchor seat cushions to back of sofa
  - Black modern steel legs
- 

#### **CARE INSTRUCTIONS**



- Clean with a soft dry cloth
- 

#### **ADDITIONAL INFORMATION**



- Deep seat for sink-in comfort
  - Shelter sofa design
  - Two included inner-arm accent pillows
  - All cushions are reversible and removable
  - Seat depth: 27"
- 

Chat with us!



# Rorik Leather Sofa

\$5,495

## SIZE

84 INCHES

96 INCHES

## COLOR



PONDEROSA



BLACK TRUFFLE



CATHEDRAL  
GREY



AGED RUM



TAMARIND

## QUANTITY

- 1 +

ADD TO CART

Chat with us!



The Rorik Sofa is handmade to order and will ship in 16-18 weeks

The craftsmanship really shines with the Rorik Sofa. Designed for a modern space with clean lines, the Rorik makes a strong horizontal statement that also works for a transitional aesthetic. The length of the sofa is complemented by a deep, comfortable seat. Our commitment to quality is evidenced in our beautiful full-grain leather that wraps around the entire sofa for a gorgeous view from any angle.

#### **DIMENSIONS**

42"D x 34"H  
Seat depth: 25"

#### **MATERIALS**

- Wooden cone-shaped legs
- High-quality foam core cushions encased in down and feathers
- D-rings anchor bench seat to back of sofa
- 100% European full-grain leather
- European hides are tanned and finished in Italy
- Aniline-dye pulls color throughout the whole piece

#### **CARE INSTRUCTIONS**

- Clean with a soft dry cloth

#### **ADDITIONAL INFORMATION**

- Modern, masculine aesthetic
- Beautiful from every angle
- Fabric cushions are reversible and loose
- Leather cushions are loose
- Deep seat design

Chat with us!



# Caprice Sofa

\$2,695



## MATERIAL

PERFORMANCE  
VELVET

PERFORMANCE  
WEAVE

## COLOR



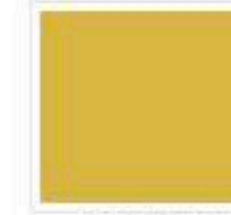
BOURBON



PRAIRIE



COCOA  
POWDER



SAFFRON



SILHOUETTE



CRÈME



SEVENTH  
HEAVEN



UTOPIA



DREAMLAND



## QUANTITY

- 1 +

ADD TO CART

Chat with us!





The Caprice Sofa is handmade to order and will ship in 16-18 weeks

Whether your home décor style is considered farmhouse modern, coastal casual, or timeless transitional, the Caprice Sofa is a beautiful anchor point for your room. Featuring performance upholstery made to handle sippy cups, pillow fights, and wagging tails, the Caprice is ideal for a stress-free home. And its generous sizing and cloud-like cushions make it a favorite for family movie night. Our performance upholstery is packed with features: stain repellent, color fast, sustainable, and incredibly durable

#### **DIMENSIONS**



90.5" W x 37" D x 33" H, 119 lbs  
Seat depth: 21"

#### **MATERIALS**



- High-performance velvet is 100% polyester, extremely durable, stain resistant
- Seat cushion is filled with supportive foam and a cozy feather-and-down blend
- Hardwood base

#### **CARE INSTRUCTIONS**



- Clean with a soft dry cloth

#### **ADDITIONAL INFORMATION**



- Special water-resistant finish designed for busy families
- Cushions are baffled and channeled so feathers stay consistent
- All cushions are fully reversible and zippered
- Convenient clip holds the bench seat in place
- Throw pillows included

Chat with us!



# Helene Sofa

\$2,495

## MATERIAL

**PERFORMANCE  
VELVET**

PERFORMANCE  
WEAVE

## COLOR



PRAIRIE



COCOA  
POWDER



SAFFRON



BOURBON



SILHOUETTE



CREME



SEVENTH  
HEAVEN



UTOPIA



DREAMLAND



## SIZE

**84 INCHES**

96 INCHES

Chat with us!

The Helene Sofa is handmade to order and will ship in 16-18 weeks

Don't be fooled by its stunning beauty, the Helene Sofa is designed with performance velvet upholstery that is stain resistant and highly durable—perfect for even the busiest homes. Attractive and comfortable, the Helene offers soft edges and a rounded back that instantly envelope you. The bench seat features a foam core with feather and down fill for that sink-in comfort you won't ever want to leave.

---

#### **DIMENSIONS**

84" W x 40" D x 35.5" H

96" W x 40" D x 35.5" H

Seat Depth: 28"

---

#### **MATERIALS**

- Performance velvet and performance weave upholstery
- High-quality foam, down, and feather cushions
- D-ring clips keep cushions perfectly in place
- White oak base adds a modern touch

---

#### **CARE INSTRUCTIONS**

- Wipe with a clean dry cloth

---

#### **ADDITIONAL INFORMATION**

- Our performance upholstery is packed with features: stain repellent, color fast, sustainable, and incredibly durable
  - Works with wide range of décor styles
  - Deep bench seat and cushion for sink-in comfort
  - Cozy shelter sides and rounded frame design
  - All cushions are loose and reversible
- 



# Marcel Sofa

\$2,495



## MATERIAL

**PERFORMANCE  
WEAVE**

PERFORMANCE  
VELVET

## COLOR



**CREME**



SEVENTH  
HEAVEN



UTOPIA



DREAMLAND



PRAIRIE



COCOA  
POWDER



SAFFRON



BOURBON



SILHOUETTE



## SIZE

**84 INCHES**

96 INCHES

The Marcel Sofa is handmade to order and will ship in 16-18 weeks

Create the perfect relaxation space for your family and friends with the Marcel Sofa. The casual, modern design both anchors your space and defines your lifestyle. The super-soft, sink-in structure can't be overstated while the plush accent pillows complete the ensemble. Our performance upholstery is packed with features: stain repellent, color fast, sustainable, and incredibly durable

---

#### **DIMENSIONS**



84"W x 40"D x 37"H

96"W x 40"D x 37"H

Seat Depth: 25"

---

#### **MATERIALS**



- Performance upholstery that is fade resistant, durable, made from upcycled polypropylene
- Seat cushions are filled with a cozy feather, down, and fiber blend

---

#### **CARE INSTRUCTIONS**



- Wipe with a clean dry cloth

---

#### **ADDITIONAL INFORMATION**



- Relaxed, lived-in vibe
  - Modern narrow track arm
  - Two accent pillows included
-

# Henrik Leather Chair

\$1,695

## COLOR



RAVEN



MOJAVE

## QUANTITY

- 1 +

ADD TO CART

Settle into a relaxing evening of moody vinyl records and your favorite nightcap with the Henrik Chair. The classic aroma of leather paired with the beautiful hardwood arms make it your go-to choice in seating for a night in.

## DIMENSIONS

27"W x 33"D x 34"H

## MATERIALS

- 100% top grain leather
- High-density foam seat and back
- Beautiful hardwood arms
- Hammered iron legs





# Oscar Leather Chair

~~\$1,495~~ \$999.99

## COLOR



MESQUITE



BLUE

## QUANTITY

- 1 +

ADD TO CART

The sophistication of leather and the chic vibe of a sling chair are effortlessly combined in the Oscar Chair. Enjoy a supportive and comfortable channeled seat featuring 100% top grain leather and high-density foam. And with commitment to every detail, the leather wrapped arms complete the premium look.

**Final Sale and not eligible for returns.**

## DIMENSIONS

25"W x 37"D x 37"H



---

**MATERIALS**

- 100% top grain leather seat
- Leather wrapped arms
- Tubular gauged metal frame

---

**CARE INSTRUCTIONS**

- Clean with a soft, dry cloth
- Clean spills immediately. Liquid will cause spots on leather if left unattended
- Keep away from direct sunlight

---

**ADDITIONAL INFORMATION**

- Chic sling-style design
-



# DOWNEAST

HOME



## Here's Your Code for \$50 Off

ON YOUR ORDER OF \$500 OR MORE

Welcome to Downeast Home. Our goal is to bring you fresh, inspired furniture and décor that reflect the values you embody and the lifestyle you've worked tirelessly to create. And now that you're part of the family, we have so many wonderful things to share with you.

CODE: EM21SU5050ENJ

[SHOP NOW >](#)

## Downeast Home Email Club: Access All the Extras



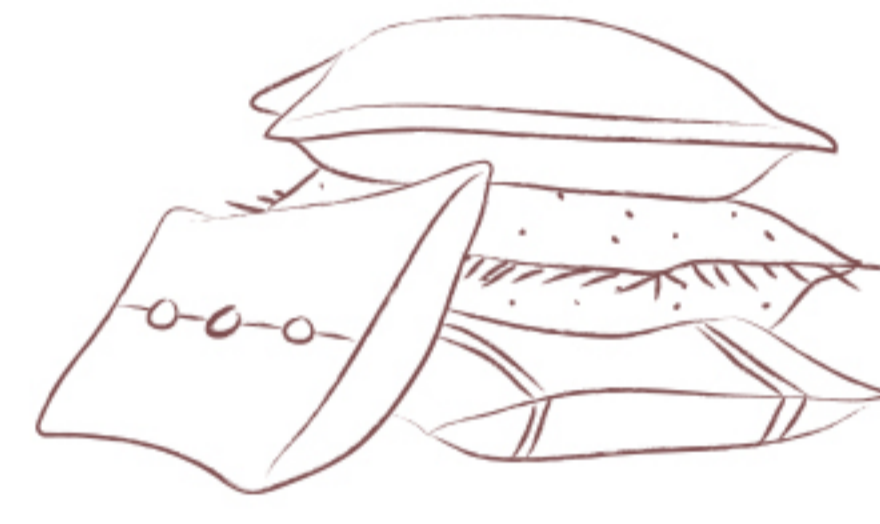
New Releases



Exclusive Deals



Special Events



Design Tips



## Our Philosophy

Downeast believes your home is a reflection of you. And each sofa, bookshelf, and throw pillow hints at where you've been and where you're going.



## Our Mission

You're driven by the need to do good in the world—and we are, too. As a Certified B Corporation® we balance planet, people, and profit to put the good back into business

[LEARN MORE >](#)

[SHOP NOW >](#)



KEEP IN TOUCH



# We Can't Wait for You to Visit

THE DOWNEAST AT THE DISTRICT

STORE OPENS NOVEMBER 12



Come explore our new flagship store at The District for an innovative shopping experience that immerses you into the world of home. Go beyond your senses of touch, sight, and smell and tingle your design senses to reimagine fabrics, furniture, and more.

UNDER CONSTRUCTION



UNDER CONSTRUCTION

Take a peek into our Inspiration Pod to see furniture in unique settings or set the tone of your visit with a striking lighting experience in our Lighting Gallery. See the space to inspire your new home.

DOWNEAST AT THE DISTRICT

11509 DISTRICT MAIN DRIVE

SUITE 400

SOUTH JORDAN, UT 84095



Don't forget, you can also find us online.

SHOP NOW

## Shop Safe

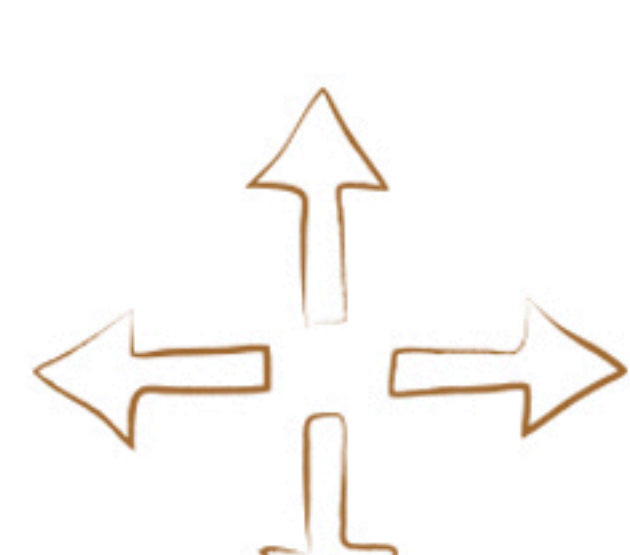
To keep you and our employees safe during your shopping experience, we've implemented the following sanitization measures in-store:



*Masks are required in-store.*



*A disinfection destination is offered at the store's entrance to sanitize your hands.*



*Social distancing is encouraged at all times with at least 6 feet of distance between you and others.*

We look forward to  
seeing you soon!

THE DOWNEAST TEAM

# DOWNEAST

HOME

## HARMONY

OF THE HOLIDAYS

FIND HARMONY THIS HOLIDAY SEASON WITH DOWNEAST HOME.

Celebrating the beauty in life has never been more important. This year, Downeast Home invites you to fully immerse yourself in The Harmony of the Holidays. Find time to slow down, sit back, and reach out to those you hold dear. And while the world may feel different and unfamiliar, your home can feel warm, safe, festive, and joyful.



## THE ACADIA CHAIR

SLOW DOWN AND SAVER THE MOMENT



[SHOP DOWNEAST HOME](#)



## THE SILO CHAIR

SIT DOWN, GATHER 'ROUND

[SHOP SILO DINING CHAIRS](#)



## THE COOPER DINING TABLE

HOLIDAY TRADITIONS START AROUND THE TABLE

[SHOP COOPER DINING TABLE](#)



## ACCESSORIES AND GIFTING

WRAPPED IN A RIBBON, TIED WITH A BOW

[SHOP HOLIDAY ACCESSORIES IN A STORE NEAR YOU](#)



# We're Having a Lightbulb Moment

THE LIGHTING GALLERY



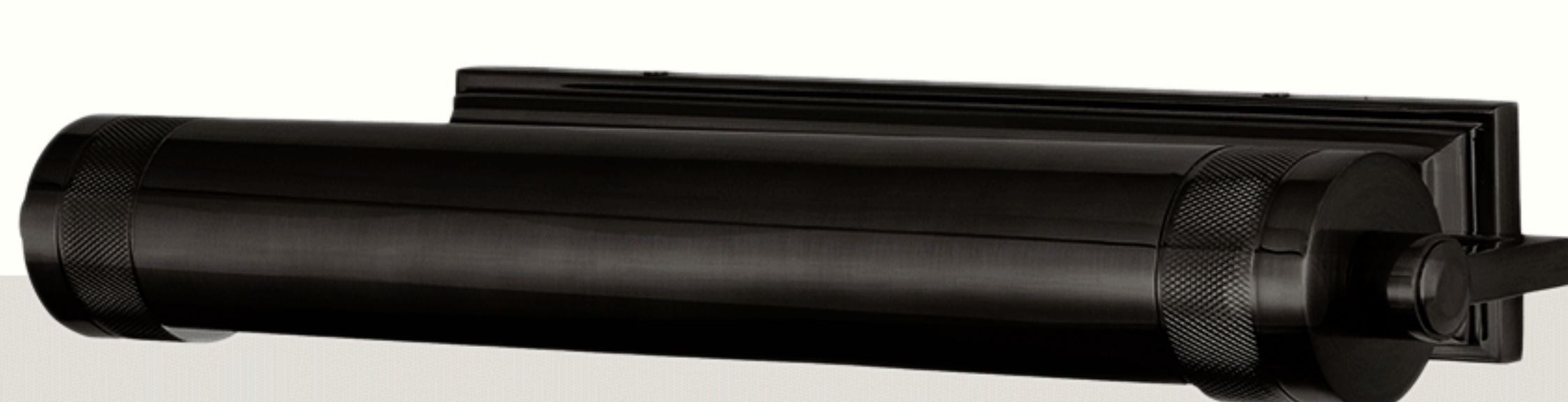
THE LIGHTING GALLERY

Say hello to our latest inspiration—new lighting fixtures for every space in your gorgeous home. We're bringing modern, aspirational style to light with three of our designers' top-picks below.



**THE AVA SCONCE:**  
Simple Design with a Minimal Look

[SHOP AVA >](#)



**THE WYATT WALL SCONCE:**  
Add a Modern Touch to Your Space

[YES, PLEASE >](#)



**THE LAVA LAMP:**  
Texture and Weight Inspired by Nature

[MUST SEE >](#)

Want to see the lighting in action? Visit our flagship location at The District.

11509 District Main Drive  
Suite 400  
South Jordan, UT 84095

[SHOP ALL >](#)

HARMONY  
OF THE HOLIDAYS

