THE RELOCATOR:

- When you're uprooted, whether by job transfer or fresh start
- Maintain style with minimal upkeep and excellent durability
- Portability makes anywhere feel like home, sweet home







THE FIRST-TIMER:

- Diving into the exciting world of homeownership
- Putting down roots in a place you can call home
- Focus on the basics, without breaking the budget







THE LIFE OF LUXURY:

- When hard work pays off with a vacation home or dream home
- Indulge yourself in all the upgrades and amenities
- Look for rich features to enhance your lifestyle







THE MOVER-UPPER:

- Outgrowing your place and needing larger real estate
- Taking on new space presents endless design options
- Use a rug to help define a space and anchor your room

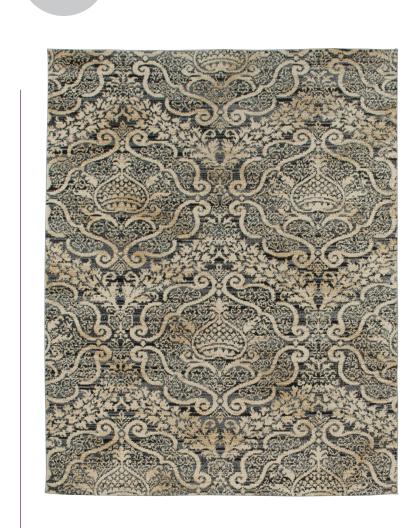






THE MATURED:

- Your final home purchase, closer to family or social amenities
- Add key pieces that fit your space and reflect your lifestyle
- Emphasize comfort for you and your guests













THE SINGLE LIFE:

- Following a life lived independently
- Let your home reflect your personality and unique style
- Quality pieces and comfortable styles with affordable prices







THE INVESTOR:

- Buying rentable space with great turnover potential
- Find functional furnishings with long-lasting durability
- Transitional styling always looks fresh, not dated







THE DOWNSIZER:

- Embracing a cozier nest, whether by choice or necessity
- Hone in on affordable comforts for snug spaces
- Dual-purpose pieces can aid in your changing lifestyle





