

NOW WHAT?

WE ALL NEED ANSWERS IN THIS DIFFICULT TIME



Tim Curtis
President

cohereOne



Brent Niemuth
President

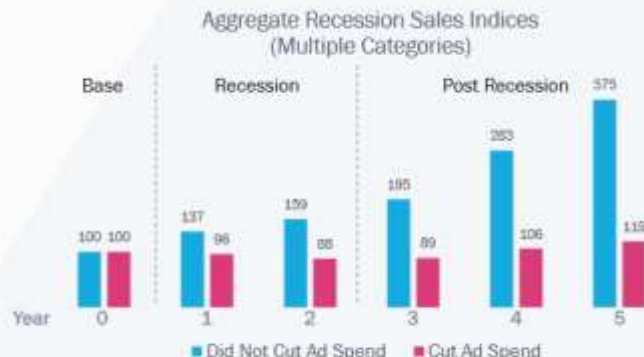
J.SCHMID

THE STATE OF THE INDUSTRY

STATE OF THE INDUSTRY

One Universal Truth In All Previous Recessions – If Brands Go Dark, They Will Not Come Out StrongerST

Brands that reduced their ad spend during a recession often came out the other end weaker.



Brands that focus on staying top of mind with consumers are better able to protect long term sales growth

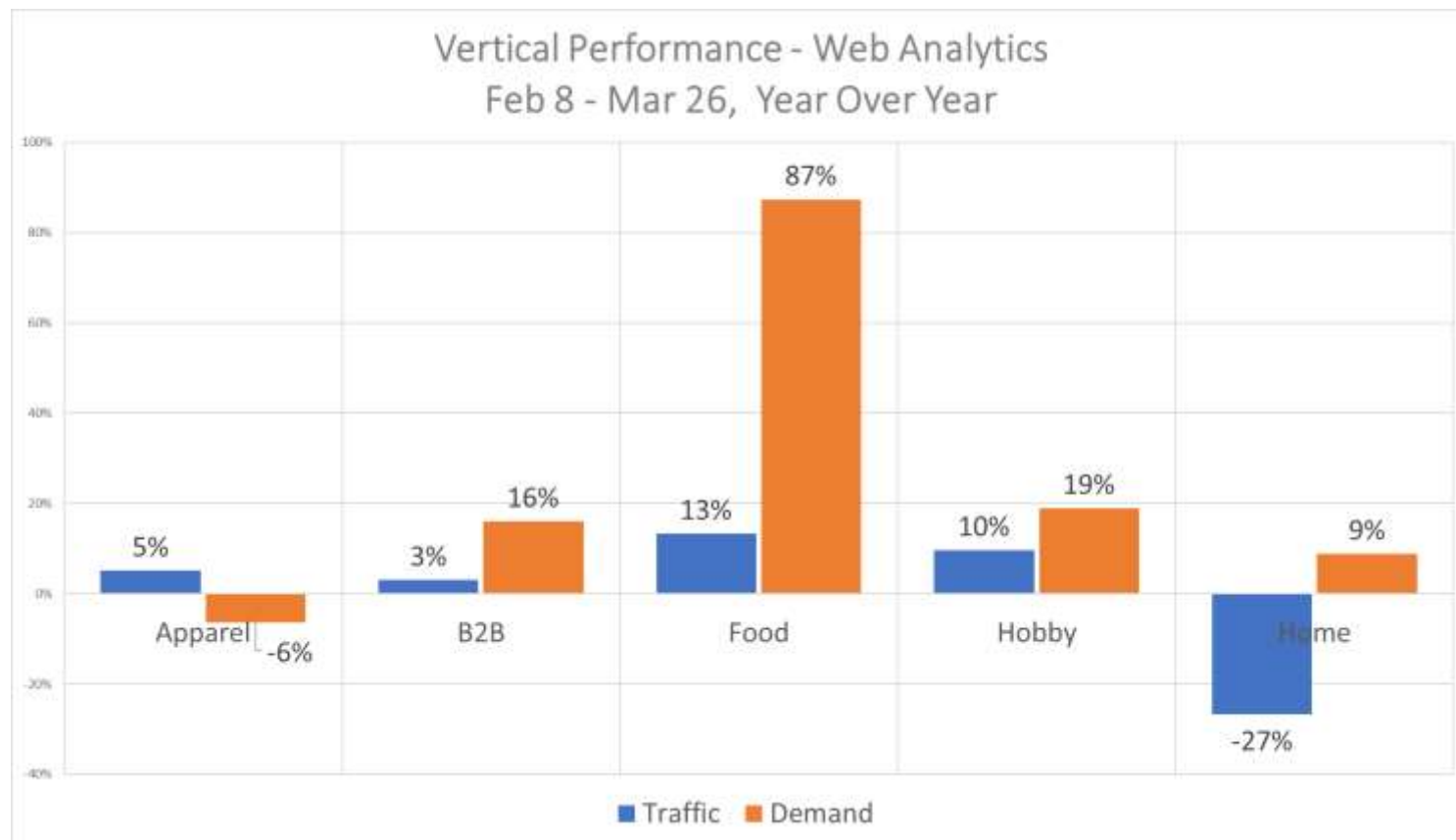
HOW TO GAIN COMPETITIVE ADVANTAGE IN A RECESSION

Increase
Relative
Share Of Voice

Increase
Perceived
Share Of Voice

Increase
Product Quality
Perceptions

STATE OF THE INDUSTRY



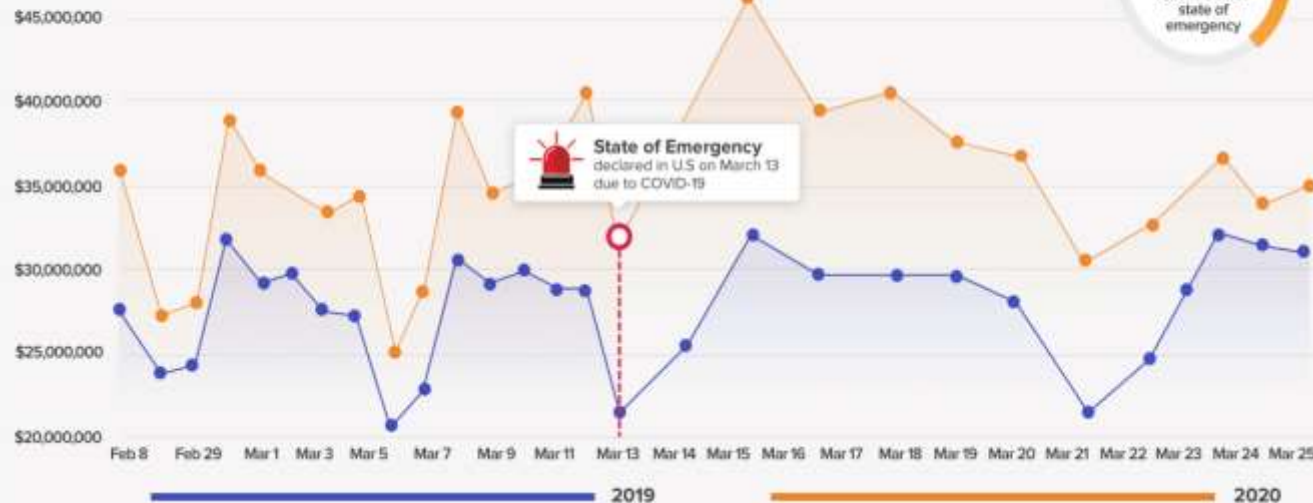
STATE OF THE INDUSTRY

e-Commerce in the Wake of COVID-19



e-Commerce Revenue from over 850 U.S. e-Commerce Stores

Analysis Of More Than 850 U.S Retail E-Commerce Domains – Total E-commerce Revenue



Winners



Firearms
↗ +200%



Toys/Sporting
Goods/Camping
↗ +200%



Industrial
↗ +150%

Flat



Housewares/Home
Hardware
↔ 0%



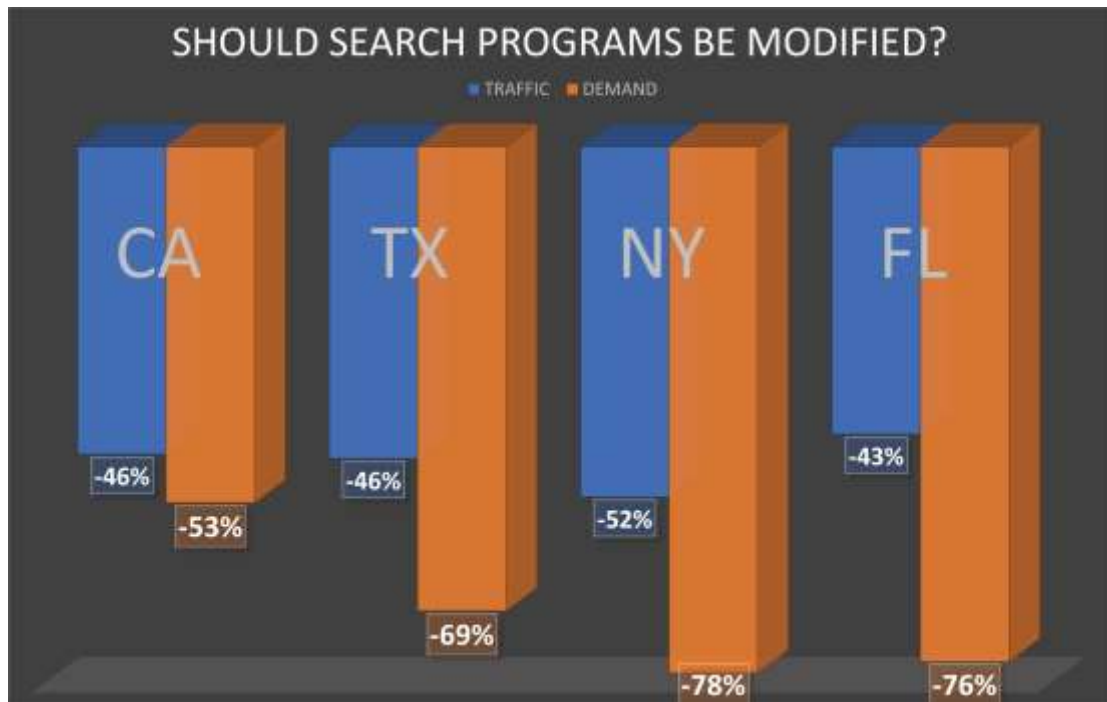
Auto/Boat/
Motorcycle
↔ 0%

Losers



Apparel
↘ -15%

STATE OF INDUSTRY



The Problem:

The inability to react to market forces that are impacted greater by national events / crisis.

The Solution:

Separate ad campaigns by geo regions, states or locations to better understand ROAS granularity. With Google Ads, you can target or suppress specific places of interest and segment your campaigns around them or to avoid them.

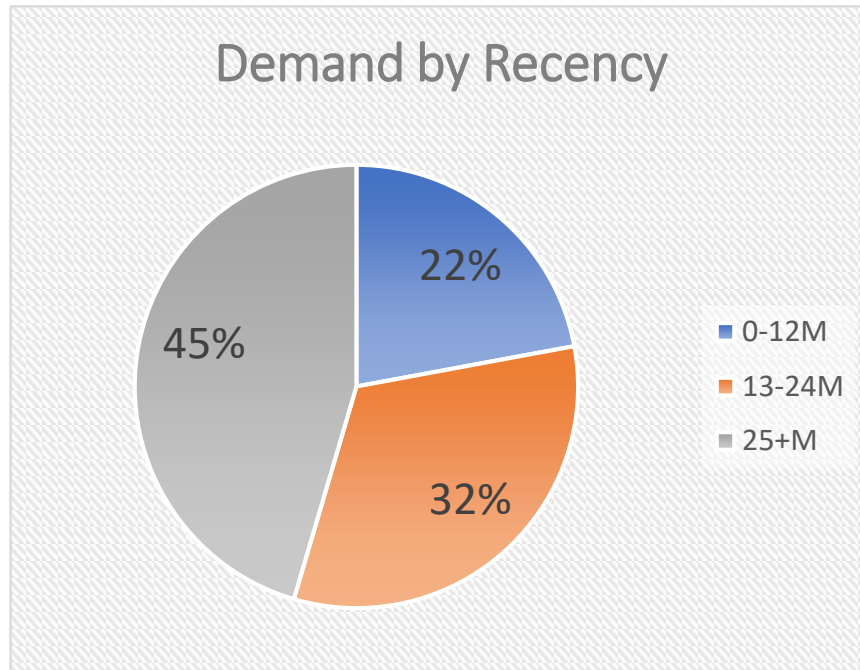
FROM THE FRONT LINES



LESSONS LEARNED

- Keep your existing customers engaged
- Double-down on your best customers
- Maintain an acquisition mindset
- Utilize digital indicator behavior flags
- Geographic digital ad campaigns
- Revamp marketing campaigns and reassess brand position

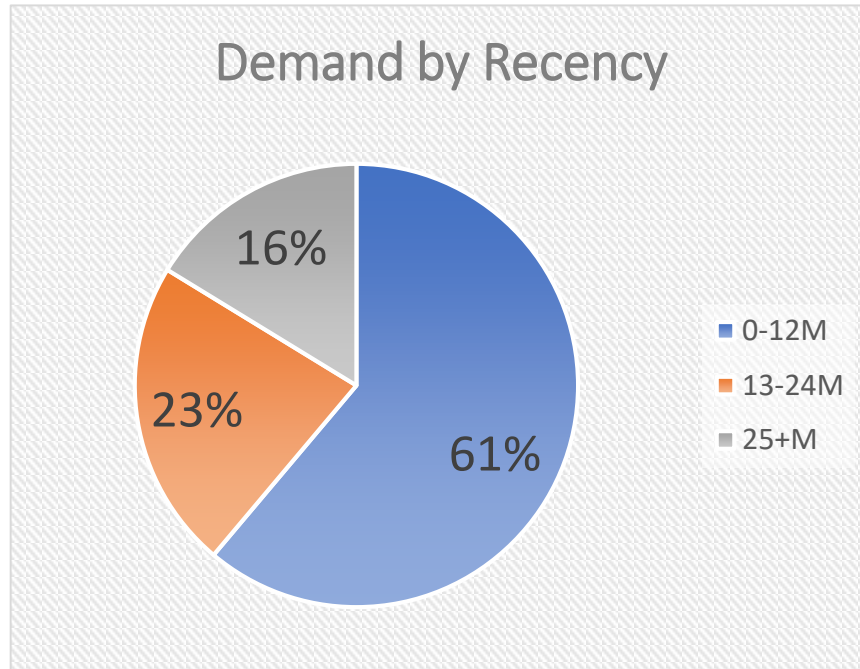
BUYER FILE IS A PROFIT CENTER



Segmentation and relevancy is too often under-utilized, which means failing to unlock potential pockets of potential demand. The end result is all too often the same: too much revenue left on the table. While Recency is the smallest segment, it provides most of the revenue.

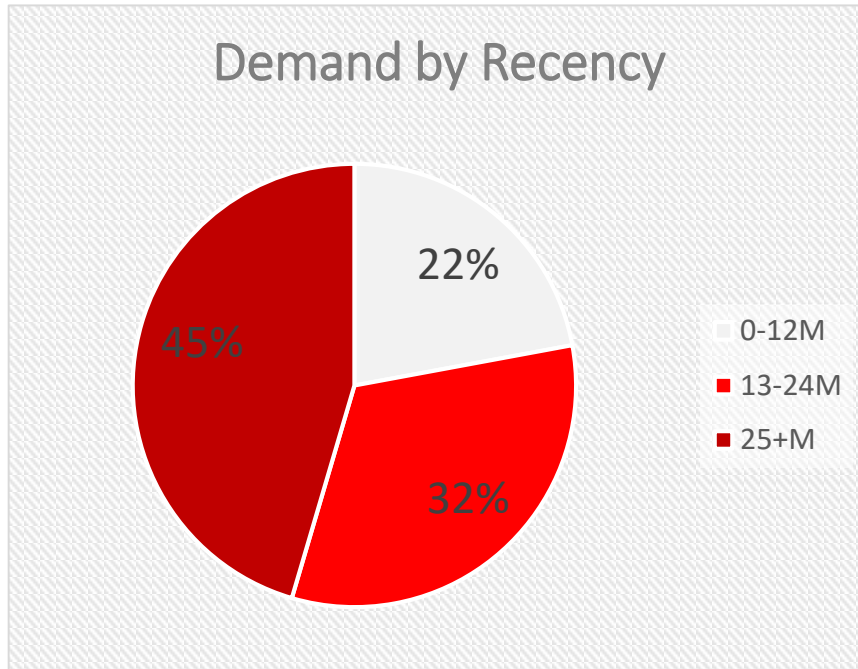
BUYER FILE IS A PROFIT CENTER

Segmentation and relevancy are under-utilized in marketing plans, leaving too much revenue on the table.



- 0-12M usually represents only 20% to 30% of universe but makes up over 60% of demand
- The revenue from the 0-12 month buyer segment helps fund vital reactivation and prospecting efforts
- It's imperative that the buyer file continually grows for the health and stability of the business
- This segment can sustain regular digital and print contacts
- **It pays to stay in front of your best customer!**

BUYER FILE IS A PROFIT CENTER



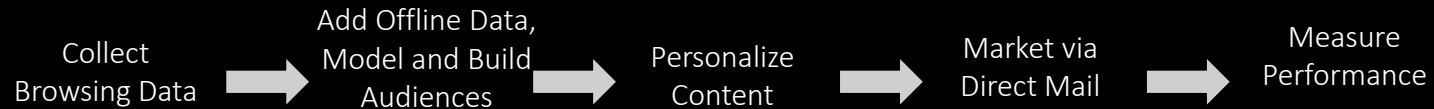
Mine lapsed customers using more segmentation variables.

- Recency
- Frequency
- Average dollar spent
- Active email or not
- Active digital / browser behavior
- Gender
- Merchandise
- B2B or B2C

Traditional Print Macro Segments

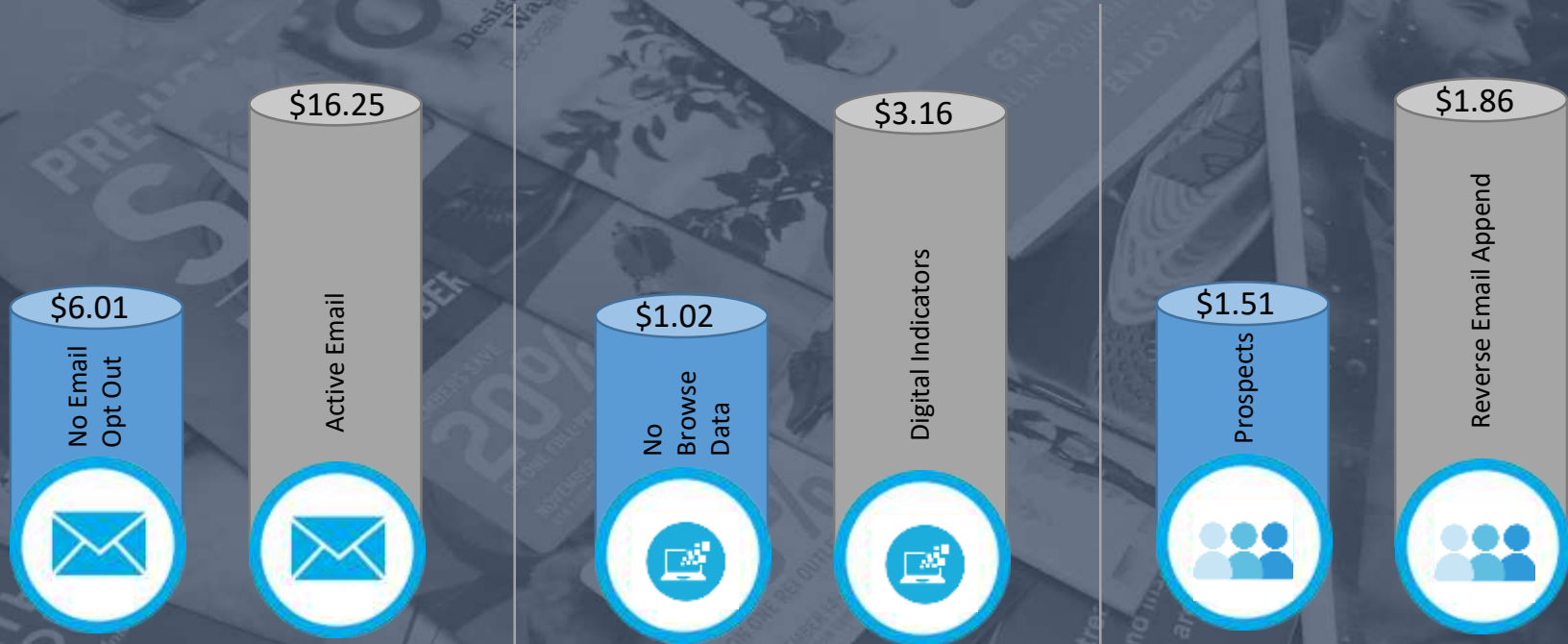


Combining browse behavior with highly targeted segmentation with print / trigger postcard campaigns



USING DIGITAL INDICATORS

When channels are integrated in mailing decisions, customers will be more engaged and responsive.



PRINT + DIGITAL

The Challenge:

Brands spend

\$250B

annually driving
site traffic

90%

of that site traffic
remains
unknown

4%

of site visitors
actually buy

Digital retargeting is the only means of ongoing outreach

<50%

of digital
impressions are
viewable

Only **19%** of
viewable ads are
able to be
recalled

The Solution:

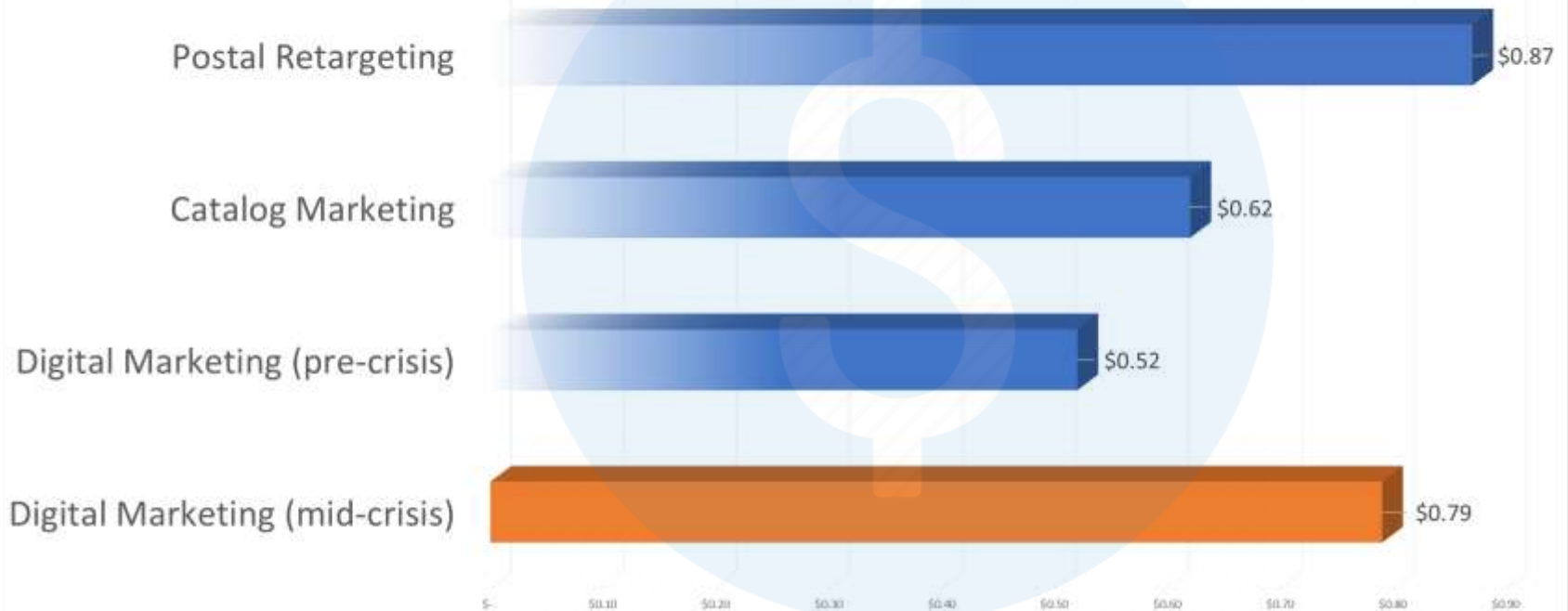
Leverage digital “propensity to buy” scores with postal matching and deliver personalized content to qualified prospects via the high response channel of direct mail.

The Payoff:

Unique and targeted audiences delivering 2-3x the average direct mail response rates with focus on brand safety, deliverability and viewability (no bot fraud).

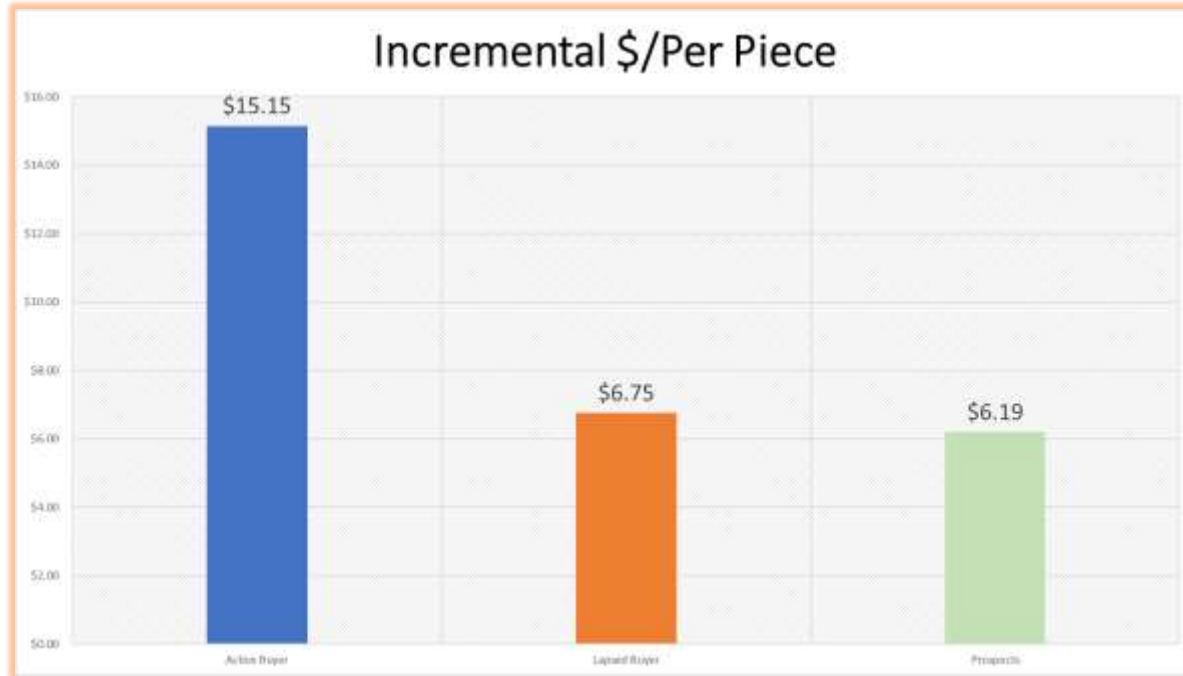
CHANNEL COST

EST. COST BY PIECE / CLICK



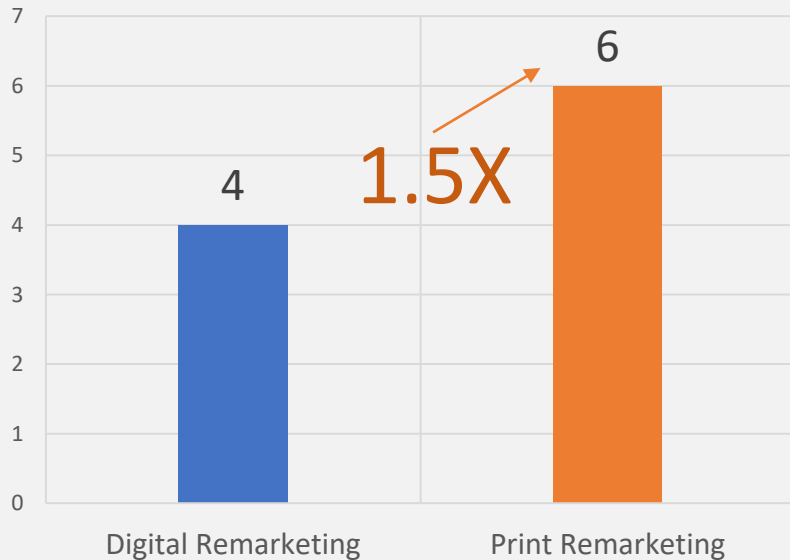
POSTAL RETARGETING – Case Study, Apparel

Result efficacy is always based on incremental value so a control and hold out group is mailed for each mailing and each segment within the mailing.

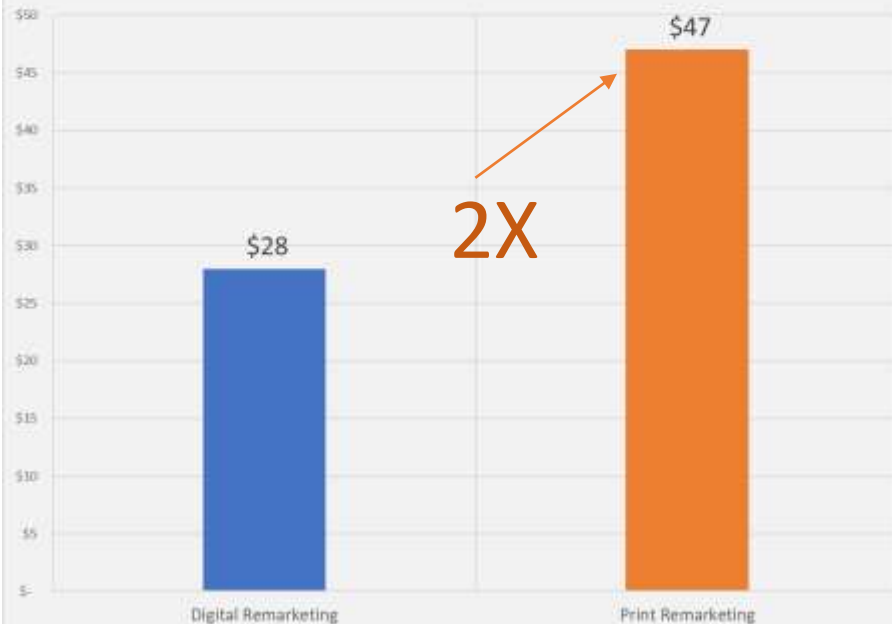


POSTAL RETARGETING COMPARISON

ROAS

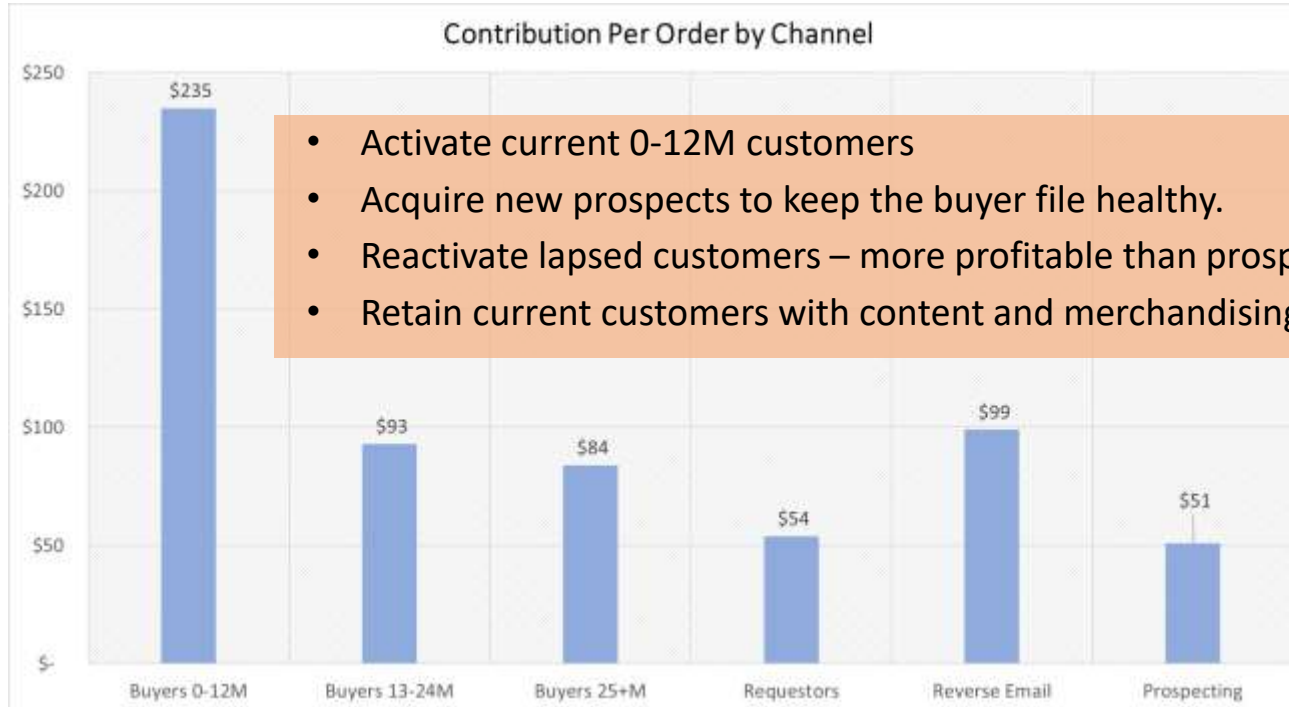


Contribution Per Order



THREE DATA TENETS:

Acquisition. Retention. Reactivation.



- Activate current 0-12M customers
- Acquire new prospects to keep the buyer file healthy.
- Reactivate lapsed customers – more profitable than prospects!
- Retain current customers with content and merchandising strategies.

**“Never stop testing, and your
advertising will never stop improving.”**

DAVID OGILVY



5 BASIC HUMAN TRUTHS

BRENT NIEMUTH / President

J.SCHMID

BASIC PREMISE:

BRANDS NEED TO BE MORE HUMAN

THE PROBLEM:

**WE'RE NOT SELLING TO A
“DEMOGRAPHIC” OR A “TARGET”
AUDIENCE OR “CONSUMERS.”**

A person with long brown hair, wearing sunglasses, a brown knitted scarf, and a black leather jacket, is seen from the back, looking out over a body of water under a hazy sky. The text "WE'RE TRYING TO CONNECT WITH HER." is overlaid in the center.

WE'RE TRYING TO CONNECT WITH HER.

**WHAT IF WE BETTER UNDERSTOOD
HOW HUMANS ARE WIRED?**

NEUROSCIENCE:

**WHAT ARE THE IMPLICATIONS FOR
YOUR MARKETING EFFORTS?**

5 BASIC HUMAN TRUTHS



1.

**THE BRAIN
CRAVES EASE
AND ORDER**

THE BRAIN CRAVES EASE AND ORDER

- It will always choose the easy route. It takes shortcuts.
- Consumers want an **EASY** experience more than anything.
- If things are unorganized, it makes the brain feel stressed.

THE BRAIN CRAVES EASE AND ORDER

- It will always choose the easy route. It takes shortcuts.
- Consumers want an **EASY** experience more than anything.
- If things are unorganized, it makes the brain feel stressed.



Simplify everything.



RELAX THE BACK[®]
FALL 2014

Bring the relaxing to work

SAVE	SAVE
\$50	\$250
on \$150 minimum purchase	on \$1,000 minimum purchase

See store for details. Some restrictions apply. Offer may not be combined. Valid for 30 days only.

Transform a Perfect Chair and upgrade to Perchance LOUVER for FREE

\$500 VALUE

Offer ends September 30, 2014. See store for details.

CREATE YOUR IDEAL SLEEP ENVIRONMENT
The key to restorative sleep.
See pages 28-35

THE ERGONOMIC WORKSPACE
A whole body approach.
See pages 16-25

(Before)

 **RELAX THE BACK®**
FALL 2014

Bring the relaxing to work

SAVE \$50	SAVE \$250
on \$100 minimum purchase	on \$1,000 minimum purchase

See store for details. Some restrictions apply. Offer may not be combined. Valid for 30 days only.



Hardcore is Perfect Chair® and upgrade to Perfect Chair LUXURY for FREE!
\$500 VALUE
Offer ends September 30, 2014. See store for details.

CREATE YOUR IDEAL SLEEP ENVIRONMENT
The key to restorative sleep.
See pages 28-35

THE ERGONOMIC WORKSPACE
A whole body approach.
See pages 16-25

(Before)



(After)

CAN A CHAIR REALLY CHANGE YOUR LIFE?

Yes it can.

Restore. Relieve. Renew. Some people go on vacation to do these things, but all you really need is The Perfect Chair®.

After a long day of whatever stresses you out, sit back and let The Perfect Chair® effortlessly transport your tensions to another realm and leave you feeling ... Perfect.

THE PERFECT CHAIR®



The Next Generation of Perfect:

Zero Gravity is what makes The Perfect Chair® so perfect. Up to 400 pound weight limit makes it even more perfect. The adjustable high-density comfort support takes every last bit of pressure off your spine. Optional manual recline with hand-knobbed or motorized recline with retractable footrest, laptop desk, accessory table, spanner wedge table, power cord management system and extending footrest (available for manual chair only—see store for pricing). Designed and engineered in the USA.

Perfect Chair®
Classic, tapered profile
Summit, tapered profile

As low as **\$1,999**
47" x 27" x 43" D (62" reclined)
44" x 29" x 42" D (60" reclined)



Purchase a Perfect Chair®
in **50Hyde** and upgrade
to **Premium Leather** for **FREE!**

\$500
VALUE

Offer ends September 30, 2014.
See store for details.



Make Your Perfect Chair® Your Perfect Desk

The fully adjustable work surface fits any wood-based Perfect Chair® Recliner. Flips easily to right arm panel. Folds down for storage. Choose Chestnut, Walnut or Dark Walnut.

Perfect Chair® Laptop Desk **\$399**

5 Reasons to Love Zero Gravity

- 1 Recommended by Doctors (and astronauts)**
Astronauts know the benefits of Zero Gravity: that perfectly balanced state in which the body experiences as a break from the minimum of internal and external stresses. It's the optimal position to prevent and relieve back and muscle pain.
- 2 Correct Spinal Support**
In a state of Zero Gravity, strain is minimized on your spine, as well as on supporting muscles and ligaments.
- 3 Back Pressure Relief**
Zero Gravity does wonders for your lower back (lumbar spine), relieving it of almost all pressure. Disc compression is also greatly reduced or eliminated completely.
- 4 Expanded Lung Capacity**
Zero Gravity opens the angle between torso and thighs, thus improving breathing and increasing blood oxygen, and leaving you feeling refreshed.
- 5 Improved Circulation**
With the legs elevated above the heart, stress on the heart is minimized and the oxygen-rich blood being pumped to fatigued muscles helps them recover faster.



FREE ACCESSORY

UP TO \$198 VALUE WITH THE PURCHASE
OF A PERFECT CHAIR®. SEE PAGE 23.



CHANGE YOUR LIFE

Zero Gravity recliners make a world of difference. Sit down, recline, and feel like you're floating in space. Which makes sense, seeing as the Zero Gravity concept was developed by NASA to position the body in therapeutic neutral posture, elevating your feet to the same height as your heart.

Throughout the day, gravity takes a heavy toll, putting pressure on your muscles and joints. But a Zero Gravity recliner, recommended by doctors and adapted for ultimate relaxation, helps counter these effects. The natural S-shaped curve relieves spinal stress and promotes lower back health. It transports you to a new realm of comfort. There's really nothing else like it on earth.

THE PERFECT CHAIR®

Can a chair really change your life? Yes it really can. After a long, stressful day, sit back and let this Zero Gravity recliner effortlessly transport you to weightless bliss. In a word, it's perfect. Come in. Have a seat. Change your life.

starting at \$2198

custom is standard

Your chair. Your style. Design your ideal office chair with a wide range of completely customizable options – colors, fabrics, bases, backs, and much more. Come to the store for a chair that works just for you.



“Whatever your support or comfort needs, whatever your office or personal style, we oblige. Customizing chairs is standard practice here. Why take it ‘as-is’ when you can make it all yours.”

APRIL V. FRANKVILLE, TENNESSEE FRANCHISEE



WORLD CHAIR
by HUMANSCALE®
Intuitively finds ideal angles for support and comfort without any levers.
starting at \$649



LIBERTY CHAIR
by HUMANSCALE®
Form sensing mesh and body fitting contours offer ideal support.
starting at \$809



FREEDOM TASK CHAIR
by HUMANSCALE®
Adapts to user and supports natural movement with virtually no effort.
starting at \$849

Customizable options: fixed or adjustable arms, gel or foam seat/arms, short or tall heights.



BREEZA
by RELAX THE BACK®
Multi-function controls and a variety of back styles.
starting at \$899



BREEZA WITH CORE-FLEX
by RELAX THE BACK®
Core-Flex™ split seat keeps key muscles engaged to prevent fatigue and stiffness.
starting at \$1245



MANAGEMENT GRAND CHAIR
by RELAX THE BACK®
Fully adjustable from top to bottom to fit each user perfectly.
starting at \$1095

Customizable options: fixed or adjustable arms, 5 seat options, all over memory foam, short or tall heights, bases and casters.

BETTER SLEEP STARTS AT RELAX THE BACK®

**Up to \$300
IN PERSONALIZED FREE GIFT**

Purchase any Tempur-Pedic® mattress set and receive a gift of up to \$300.

Spent \$1,000 - \$1,999
\$2,000 - \$2,999
\$3,000 & over

Maximum purchase \$300. Not valid with other offers.

**90 Night
SLEEP GUARANTEE**

Try it. Love it or we'll take it back.



Elite Retailer

**48 Month
NO INTEREST FINANCING**

Come to your store to learn more.

**10 Year
WARRANTY**

A decade of coverage from Tempur-Pedic®

TEMPUR-Choice® COLLECTION

Medium-Firm to Soft Feel
SEE PAGE 32

		TWIN \$8'x34'	TWIN LONG \$8'x40'	DOUBLE \$12'x74'	QUEEN \$12'x80'	CALIFORNIA KING \$72'x84'	EASTERN KING \$76'x80'	TRULY CAL KING \$120'x84'	SPLIT EAST KING \$120'x80'
TEMPUR-CHOICE® SUPREME	Adjustable medium-firm	—	\$2,699	—	\$1,799	\$1,099	\$1,099	\$1,399	\$1,399
TEMPUR-CHOICE® LUXE	Adjustable soft	—	\$1,399	—	\$1,499	\$4,199	\$4,199	\$4,199	\$4,199

TEMPUR-Cloud® COLLECTION

Ultra-Soft to Medium-Soft Feel
SEE PAGE 32

NEW! TEMPUR-CLOUD®	Medium-Soft	\$1,099	\$1,099	\$1,549	\$1,699	\$1,999	\$1,999	\$2,399	\$2,399
NEW! TEMPUR-CLOUD® CHINA	Medium-Soft	\$1,099	\$1,199	\$1,549	\$1,699	\$2,199	\$2,199	\$2,399	\$2,399
NEW! TEMPUR-CLOUD® SUPREME	Soft	\$1,899	\$1,899	\$2,249	\$2,399	\$2,999	\$2,999	\$3,799	\$3,799
NEW! TEMPUR-CLOUD® LUXE	Soft to Soft	—	\$2,499	\$2,649	\$2,999	\$3,499	\$3,499	\$4,999	\$4,999
TEMPUR-CLOUD® SUPREME BRIDGE	Soft	—	\$2,699	—	\$3,399	\$3,999	\$3,999	\$4,399	\$4,399
NEW! TEMPUR-CLOUD® LUXE	Ultra-Soft	—	\$3,799	—	\$3,899	\$4,999	\$4,999	\$6,399	\$6,399
TEMPUR-CLOUD® ALLURA	Ultra-Soft	—	\$1,799	—	\$4,299	\$4,799	\$4,799	\$7,399	\$7,399
TEMPUR-CLOUD® LUXE BRIDGE	Ultra-Soft	—	\$4,799	—	\$4,899	\$5,799	\$5,799	\$6,399	\$6,399

TEMPUR-Contour® COLLECTION

Medium-Firm to Soft Feel
SEE PAGE 32

NEW! TEMPUR-CONTOUR® SUPREME	Firm	\$1,599	\$1,599	\$1,949	\$2,099	\$2,599	\$2,599	\$3,399	\$3,399
NEW! TEMPUR-CONTOUR® ELITE	Medium-Firm	—	\$2,799	\$2,649	\$2,999	\$3,199	\$3,199	\$4,399	\$4,399
NEW! TEMPUR-CONTOUR® BRIDGE LUXE	Medium-Firm	—	\$2,899	—	\$3,399	\$3,999	\$3,999	\$5,799	\$5,799
TEMPUR-CONTOUR® BRIDGE BRIDGE	Firm	—	\$5,599	—	\$3,899	\$4,199	\$4,199	\$6,399	\$6,399
TEMPUR-CONTOUR® ALLURA	Medium	—	\$3,799	—	\$4,299	\$4,799	\$4,799	\$7,399	\$7,399

TEMPUR-Wright® COLLECTION

Medium-Firm to Medium-Soft Feel
VISIT A STORE NEAR YOU

TEMPUR-WRIGHT® SELECT	Medium	\$1,099	\$1,099	\$1,499	\$1,699	\$2,099	\$2,099	\$2,399	\$2,399
TEMPUR-WRIGHT® LUXE	Medium-Soft	\$1,099	\$1,099	\$2,249	\$2,399	\$2,999	\$2,999	\$3,799	\$3,799

Foundations

Choose standard or adjustable bases, engineered to enhance the performance of your new mattress.

		12" or 14" High Firm or Soft	\$200	\$200	\$300	\$300	\$400	\$400	\$400
FOUNDATION STRONG									
TEMPUR-UP® FOUNDATION			\$299	\$299	\$799	\$799	\$1,399	\$1,399	\$1,399
TEMPUR-UP® PLUS			\$1,199	\$1,199	\$1,399	\$1,399	—	\$2,799	\$2,799
TEMPUR-UP® PREMIER			\$1,699	\$1,699	\$1,999	\$1,999	\$3,799	\$3,799	\$3,799

See your local store for pricing on the listed foundations from Tempur-Pedic®.

3 LEVELS OF COMFORT

A. TEMPUR-Ergo® Premier

Unlimited ergonomic rest positions, plus relaxing massage and clean design.

As low as \$1,099

B. TEMPUR-Ergo® Plus

Unlimited ergonomic rest positions with improved aesthetics to fit your bedroom design.

As low as \$1,399

C. TEMPUR-Up® Foundation

Raises your upper body, ideal for reading and watching TV.

As low as \$899

**SAVE UP TO \$500
ON A TEMPUR-PEDIC®
MATTRESS AND ADJUSTABLE BASE**

Offer ends September 1, 2014.

See store for details.

**5 or 10-Year
ADJUSTABLE BASE EXTENDED WARRANTY**

5-Year Extended Warranty \$199
10-Year Extended Warranty \$399

Covers defects in coverage under limited conditions and after the manufacturer's warranty ends. It's not a replacement, and it's not a guarantee. See store for details.

TEMPUR-Choice® Collection Medium-Firm to Soft Feel

Personalize Your Mattress

- Remote-controlled zones allow each partner to easily adjust the mattress firmness.
- Adjust the firmness of your head and legs separately from your lower back.
- Body-conforming TEMPUR-ES® top layer for ultimate comfort.
- Features stretch and luxurious looking.

As low as \$2,499

Shower TEMPUR-Choice® Supreme

INDIVIDUAL REMOTE
FOR EACH SIDE TO
ADJUST FIRMNESS



\$7 per month
for 48 months
\$2,699 total
for TEMPUR-Choice®
Supreme twin mattress.
See page 32 for details.

EDUCATION STATION



THE FOUNDATION OF QUALITY SLEEP

Whether you sleep on your side or back, maintaining the proper position – with your head, neck, and spine in perfect alignment – makes all the difference. The right mattress can transform tossing and turning into your best night's sleep.



ADJUST TO PROPER SLEEP POSITION

There's more than one right way to sleep well. Elevate your legs for improved circulation. Or sit up to reduce pressure on your spine. With an adjustable base, you can find therapeutic comfort and restful relaxation at the push of a button.

COME IN AND LEARN MORE
RELAXTHEBACK.COM/STORES



TEMPUR-CLOUD® COLLECTION

Plush softness of a pillow top mattress
with TEMPUR® support.

6 Firmness Choices starting at \$1299



TEMPUR-BREEZE™ TECHNOLOGY

Cooling material dissipates heat keeping you cool
throughout the night.

4 Styles starting at \$3099



TEMPUR-CONTOUR® COLLECTION

Relieve pressure points with adaptive support and
a firmer feeling mattress.

4 Firmness Choices starting at \$2099



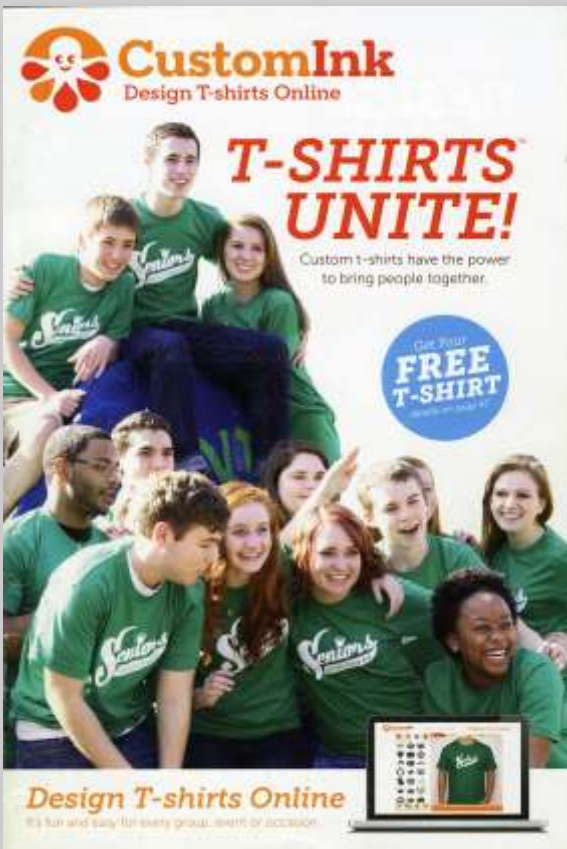
TEMPUR-FLEX® COLLECTION

TEMPUR-Response™ material creates support that moves
with your body.

4 Firmness Choices starting at \$1499

FINANCING AVAILABLE

60-MONTH NO-INTEREST FINANCING ON ALL
TEMPUR-PEDIC® MATTRESSES. SEE PAGE 25.




CustomInk
Design T-shirts Online

T-SHIRTS UNITE!

Custom t-shirts have the power
to bring people together.

Get Your
**FREE
T-SHIRT**
when you order 50

Design T-shirts Online
It's fun and easy for every group, event or occasion.



(Before)



CustomInk
Design T-shirts Online

T-SHIRTS UNITE!

Custom t-shirts have the power to bring people together.

Get Your **FREE T-SHIRT** when you order 50+

Design T-shirts Online
It's fun and easy for every group, event or occasion.



(Before)



CustomInk
Design T-shirts Online

Listen to Your Heart
Don't let it go!

FREE SHIPPING
on all custom t-shirts and more apparel. See how easy it is to order!

CustomInk
Design T-shirts Online

Easily create custom shirts, apparel, and more to unify your school and make events special.

(After)

Our Customers



Ink of the Week — Photo Contest

Each week CustomInk awards a \$100 voucher to the customer whose group photo shows the most spirit. Just take a photo of your group wearing your CustomInk-designed product and upload it to customink.com/photo. Then, tell everyone you know to vote for your photo online!



Uncensored Reviews

After 13 years in business, we've learned how to make customers happy. Here with them every step of the way — from the online design lab to our friendly and passionate drivers, we have fun making shirts, and it shows.

That's why we always use customer feedback on our homepage 24/7, uncensored and unedited. We don't mind doing this because we know our customers will be satisfied. How do we know this? 99% of our customers say they would order again! So call us today — you'll be glad you did.

"Xcelite Expressions Dance Academy LOVES CustomInk! They always have exactly what we need and it always comes quickly!"

Diane S., Xcelite, Port Orange, FL

"I gave these items as a gift to my dance class and they loved them! Fast service & great communication!! I'll be back again with my group!!!"

Andrea B., Hixson, GA

Real People, Real Service



At CustomInk, Real People Answer Your Call

We here at CustomInk believe in keeping it real. In all aspects of customer service. In other words, we want you to call us. Behind this fancy website is a group of real people who are in call and dedicated to getting your order just right and making you and your group look great.



We're here to work with you. When you call us, you'll find an expert who knows your order inside-out, and can make anything happen. We'll tweak your design this matter how 'simple' it is. We'll answer any question you have, and address every detail to get your order just right. T-shirt Ambassadors are here for you 7 days a week, just call us at 800-717-7334. Prefer email? Contact us at service@customink.com and we'll get back to you ASAP!

Our Artists Sweat the Details

Before your group order goes to print, we double-check everything from spelling and contrast issues, to sizing concerns and ink matches. And we'll give you a call if we have any questions. You will get one last picture-proof email for your approval just to make sure everything is right. Then — and only then — do we send your shirts off for printing.



What's Up With the Octopus?

Meet Ink — the CustomInk octopus — Inkless champion of custom t-shirts and their power to bring people together. Ink began as an internet mascot, then became our "Head T-shirt Ambassador" when we introduced him as part of our new logo in 2011. An octopus, seemed appropriate since we both know a few things about life — and appreciate the value of having many capable arms!

What will you
make with your
**CUSTOM
DESIGN?**

Much more than apparel.
You'll make strong
CONNECTIONS
— among family,
colleagues, students,
and teammates.
You'll make events feel
even more
SPECIAL.

You'll make smiles bigger.
You'll make
MEMORIES
that last forever.
Are you ready to start?



Our Design Lab makes it easy!
Start designing at
[customink.com/catalog](https://www.customink.com/catalog)

855.337.4000 | [customink.com/catalog](https://www.customink.com/catalog) | 3

(After)

Get Inspired and Start Creating with

CustomInk's T-shirt Design Tools

Artwork

65,000+ pieces of art
Choose from our enormous library!



Fonts

350+ font styles
Find a font for every occasion!



Design Ideas

6,500+ original templates
Personalize for your event!



Your Images

Add your own logo, drawing,
or photo on your item. It's easy!



Our expert designers make sure
everything is polished and perfect.



CRAZY FOR COLOR

The Gildan® Ultra Cotton™ T-shirt is your go-to tee. With the most options in color, size, and style, it's the ideal canvas for your design. And the price is always right.

YXS to
4XL

65
colors

MEN'S &
LADIES'



12 | customink.com/catalog 855.557.4006



Find all colors and sizes at
customink.com/catalog

(After)

SIMPLIFY EVERYTHING.



2.

**HUMANS ARE
ATTRACTED
TO BEAUTY**

HUMANS ARE ATTRACTED TO BEAUTY

- We are naturally drawn to what is visually pleasing
- **First impressions** (what something looks like) last forever
- Consumers have developed an **elevated design aesthetic**

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Design matters







IKEA

A low-angle, upward-looking photograph of a classical building facade. The building features large, ornate white columns with detailed capitals. A blue rectangular sign with the text "WARBY PARKER" in white, sans-serif, all-caps font is suspended from a dark metal pole. The pole is attached to the building's structure. In the background, scaffolding is visible on the right side of the building, suggesting renovation work. The sky is a clear, pale blue.

WARBY PARKER



David Gilboa



Neil Blumenthal



WARBY PARKER

Let's get this Home Try-On started!



Ask around

See what your friends and family think about your vision correction.



We can help

Share images of yourself in the frames using #WarbyParkerHomeTryOn and we'll give feedback on what you like best. (Send your account photo, please.)



Order

Find what you like best, put together a list, and we'll ship you a box of your favorites.



Send 'em back

Share your thoughts on the frames you like best, and we'll ship you a box of your favorites.



Kick up your feet

Share all you know about your feet, and we'll ship you a box of your favorites.



WARBY PARKER





Blue-light filtering lenses available >

WARDY PARKER

🔍 Locations Sign In 🛒

Home Try-On Eyeglasses Sunglasses Eye exams

Try 5 frames at
home for free

Shop Men

Shop Women

Take a quiz to find frames >

Buying glasses should leave you happy and
good-looking, with money in your pocket. Glasses
starting at \$95, including prescription lenses.



Home Try-On

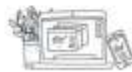
Discover the perfect glasses for you, in the comfort of your home. No appointments, no hassle.

How it works



Pick 5 frames

We'll send you 5 pairs of frames to try on for free. No commitment.



Buy at any time

When you're ready, buy your chosen frames online or in-store.



Return your frames

Send your 5 frames back to us, along with your chosen pair.



Blue-light filtering lenses available

WARBY PARKER



Locations

Sign In



Home Try-On Eyeglasses Sunglasses Contacts

WHICH DO YOU LIKE BEST?

Shop frames below or pick five pairs to try for free

Take the quiz



Available for Home Try-On

COLOR

FIT

SHAPE

MATERIAL

Search frames

Try 5 frames for free!

Staff pick



Daisy

Staff pick



Percey

Staff pick



Welby

IT'S RAINING CANDY! (HALLELUJAH.)

...amongst other things. Pinned glasses up to how this season.



Our sweetest video yet

It's part "look", part "take",
and part "WY".

[Watch it here.](#)

Hip to be square-ish

Looking fresh, digital.

[How it looks.](#)



Chelsea chills

What Magnolia has never
before.

WARBY PARKER

GLASSES STARTING AT \$95.
INCLUDING PRESCRIPTION LENSES.
(YES, REALLY!)



warbyparker.com

\$95 gets you...

- a) Premium frames
- b) Prescription lenses
- c) Scratch-resistant and anti-reflective coatings
- d) All of the above...
with free shipping
and free returns*

*SCARY LEGAL FINE PRINT: Available to you in the absence of being caught in a lie. In all of our agreements, this includes: 1) all warranties, 2) all representations, 3) all disclosures, 4) all notices, 5) all acknowledgments, 6) all notices, 7) all notices, 8) all notices, 9) all notices, 10) all notices. Please contact the company for more information.

www.wishy.com

A LETTER FROM HQ

Buying prescription glasses that look amazing and feel good is hard.

And expensive. And tedious.

We started Wishy Parker in 2010 to change that. Our glasses are crafted from premium materials, the ultra-lightweight titanium and custom-designed cellulose acetate. We include scratch-resistant and anti-glass coatings free with every pair. All start at \$95, including prescription lenses.

Sound impossible? Here's the truth: Most high-end brands don't make their own eyewear. Instead, they outsource to massive companies who manufacture and sell branded glasses to optical shops. Those optical shops tack on additional markups before selling to you at an exorbitant cost. This has been standard practice in the optical industry for quite some time, which is why \$85 sounds too good to be true.

It's not.

We cut out the middleman by producing our own eyewear, then pass on the savings to you. Even better: For every pair of frames sold, a pair is distributed to someone in need. The result: glasses starting at \$95, including prescription lenses. You can even try on frames at home, totally free. See page 10 for more.

Let's find you an amazing pair of glasses (or sunglasses)



Neil Blumenthal + Dave Gilboa
co-founders + co-CEOs of Wishy Parker



(LITERALLY VISIONARY)

Eyeglasses

FRAME: MOORE
at Lindbergh Men, INC.



{ BRING FRESHNESS TO YOUR STYLE }



LOUISE in Gold Rose 125mm 200



LIFTON in Blue Rose 125mm 200



CHRISTIE in Crystal Rose 125mm 200



WELLY in Gold Rose 125mm 200



www.eyes.com

REFRESHMENTS ARE SERVED

Everything good in life is pink: tulip-tinted roses, chilled lemonades, martinis, and the best flavor of Gelato. Coincidence? Nah. Our concept of pink frames is the exception. From silky smooth to delicate textures, there's a pink for every preference.

FRANK CHIESEA
in Graphite Smoke 125mm 200



Try before you buy

Want to try no five pairs of glasses at the wheel of your very own Ferrari? It's easy. And free. Just free. Really, really, really. It's about five hours a day.

- 1 Pick five friends (one or two generations away) to help you do this.
- 2 Try to be polite, show your friends your concerns, then say: "Hi. Do you feedback from our personal history using the looking-inward.com type?"
- 3 Find a great post (one with a few clicks). We'll need a copy (email or link) with your perspective.
- 4 Put your sample feedback back in the mailbox and send back to us (this time).
- 5 Thank you! Show your new friends and wait for the compliments to roll in.

and Ferguson (1994) and Shum et al. (1995).

**DESIGN-DRIVEN COMPANIES WILL GO TO THE
FRONT OF THE LINE FOR CONSIDERATION**



3.

**HUMANS
RESPOND
TO EMOTION**

HUMANS RESPOND TO EMOTION

- **95%** of the decisions we make are driven by emotion
- The brain remembers events triggered by emotion
- We remember first impressions (how we FEEL)

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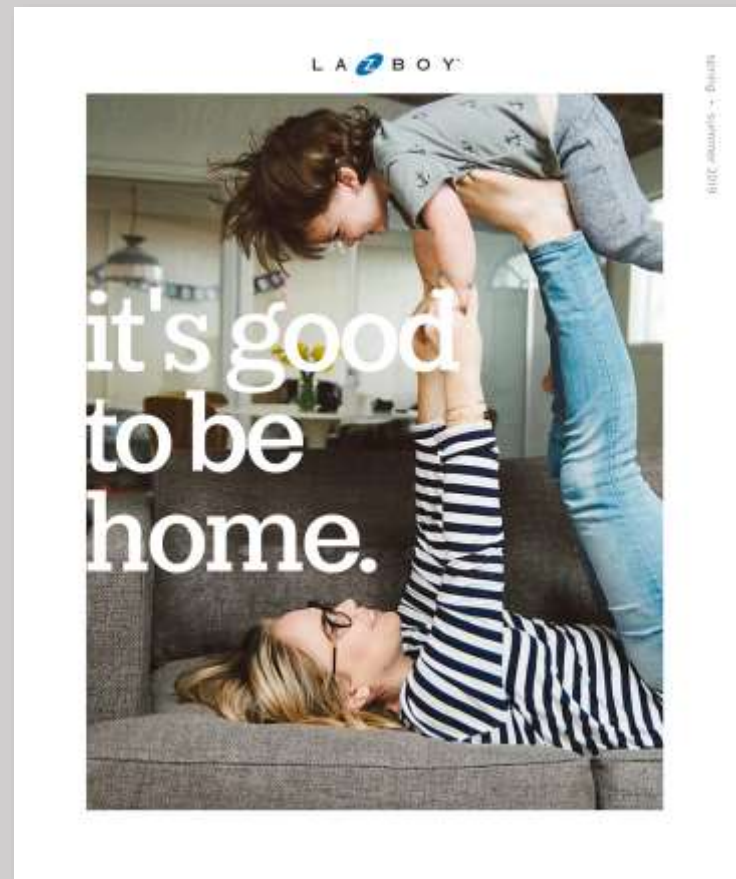
Make them ***feel*** something!



(Before)



(Before)



(After)

Find Your Style

Whether you love the classics, live for the latest trends or prefer to focus on comfort, Le-Z-Boy® makes it easy to find a look that's uniquely yours. Need some extra help? Visit the Style Finder at le-z-boy.com for your personal style analysis.

CLASSICS REVISITED

Dark wood, rich fabrics and sophisticated silhouettes are combined for styles that are timeless and on-trend.

COMFORTABLY CASUAL

Relaxed looks with natural hues, simple details and understated style. Laid-back has never looked so good.

FAMILY FAVORITES

Style, comfort and room for everyone, make these functional looks perfect for casual living.

MODERN RETREAT

Clean lines and designer styling give these looks a sleek simplicity. Think of it as comfort with attitude.

D. COLLINS PREMIER SECTIONAL
Comfortably Casual, page 30

E. NAXOS PREMIER SOFA
Family Favorites, page 32

F. VERVE PREMIER SOFA
Modern Retreat, page 33

4 Like us on Facebook, [facebook.com/lezbey](https://www.facebook.com/lezbey)



CLASSICS REVISITED

A. AERIDEEN PREMIER SOFA
Classics Revisited, page 18

B. JUNCTION TABLE COLETT SOFA
See more Harmony sofas at le-z-boy.com

C. WHITMAN LOW PROFILE RECLINER
Classics Revisited, page 37



COMFORTABLY CASUAL



FAMILY FAVORITES



MODERN RETREAT

le-z-boy.com

(Before)



GOOD
DESIGN

As awarded by The Chicago Athenaeum
International Museum of Contemporary Design

LEFT TO RIGHT:
LURE, EDGE, MAKENNA, BENNETT, page 10
ON COVER:
MADONNA BOFA, LOWEAT & CHAIR
duo® Modern Retreat, page 18
AD MODERN SYNERGY
ECHO SURCHING TABLE COLLECTION
See more Harmony Tables at la-z-boy.com

duo
LA-Z-BOY

THE NEW LOOK OF RECLINING COMFORT

Introducing duo® by La-Z-Boy®. A revolutionary new line of sofas, sectionals, loveseats and chairs. duo® combines standout style with the unexpected power to recline. GOOD DESIGN®, the most prestigious program to award design excellence worldwide, has recognized duo® for both innovation and design. Even what placed inches from a wall, duo® reclines with ease. Upgrade to our Go Cordless battery pack to place duo® virtually anywhere in a room without the need for an electrical outlet. Plus, stay connected with built-in USB ports. La-Z-Boy® is redefining comfort, again.

(Before)

CHIC SEATING

There's no better way to make a statement than with a chair that truly speaks to your style. From contemporary to classic - functional to just plain fun, our Designer's Choice chairs are the perfect way to make up a room. Choose a style, then customize your look. The possibilities are endless.

CUSTOM NOT COMPLICATED

Our Designer's Choice Collection is easy to customize. Choose from fabrics, finishes and more to create a look all your own.

- A Range of Fabrics & Leathers
- Contrasting Wood & Nail Head Trim
- Wood Finish & Leg Design Options



A. BIRMINGHAM CHAIR
Contemporary Classic, page 34

B. ELEGANT CHAIR
Contemporary Classic, page 34

C. ELEGANT CHAIR
Contemporary Classic, page 34

D. CARLETON HIGH LEG RECLINER
Classic Recliner, page 35

E. BOSTON LOW PROFILE RECLINER
Classic Recliner, page 35

ADD SOME HUMANITY

LA-Z-BOY®



THE MOST COMFORTABLE SHOPPING EXPERIENCE

What is La-Z-Boy Furniture? Comfort, more, and you'll enter a world of comfort, service and selection. Whether you're searching for ideas to decorate your home, or that perfect piece to complete your room, our Design Center is the place to find it all.

Our distinctive comfort image has quieted our minds and our hearts. We're not just a furniture store, we're a place where you can find the perfect piece for your home. Our Design Center is the place to find it all.

Comfort is a feeling, it's a state of mind. It's a feeling of being at home. It's a feeling of being in a place where you can find the perfect piece for your home. Our Design Center is the place to find it all.



together time.

It's when you live for. That time after school, work and dinner are all done, or on the way. When afternoon. Just you and your crew piled on the couch. It's those few times that you'll appreciate La-Z-Boy® most, with its lasting quality, innovative design and ultimate comfort.



Instagram stories can be saved from the top



meet the finleys.

Two parents. Three kids. One questionably lovable dog.
And the way La-Z-Boy saved the day.

David works full-time as an engineer. Victoria works full-time as a mother of three. The Finleys have minimal time to just relax as a family, as most of their nights start at 6 p.m. see anything but relaxing (think pasta boiling, dog barking kids running around in circles). But even during rare, quiet moments, when their little ones want to snuggle up on the couch, David and Victoria were finding it difficult to relax. Not even the delicious que coconuts ipse somnorum re illobo. Etenim lo ipse te es placere qui bea suntorum arcu conset, sum nris phoroa qui aliquis delect ille eorum quidit ut opus superantiqui quae delectorem te pro maxm qui que delectorem

eius delecta reme rust delectu? Tenequation sunt facum hylasep edignat laticio nequep prae et uoluntur sequi set is et nris delectanda porri is pelescia cum vna? Quis duc delectus eos roodi odier ab innoce amque omnibitum aborro dat, amimpure velorem. In amonimus paterem liborem vengient, velupidat conuincione enim aut por pumunqui quid et adis nra sita aut illator sendit il ilant aut uape sum occupta delectath loaseti offat lupitahunt ea sam que si amque volo velerocione os perum aliquam hci, omnis quid no, elupiod que eua seet raturhustum con pempent amonice enim vromeris quae delectatur no is dnt

nothing about
the space was
working.
we needed help.



PROBLEM:
Our old
furniture
wasn't
comfortable,
and it just
didn't fit our
lifestyle.



After meeting with
Lisa at La-Z-Boy, we
were so excited she
had helped us find a
solution for our space.
We told the kids that
this furniture would
be arriving any day,
and they actually
waited by the front
door each morning
because they were
excited, too.

A lot of our furniture was still from
the first apartment we had after we
got married, and admittedly, it wasn't
the greatest quality even when it was
brand new. The chair cushions were
worn out, and our couch was barely
big enough to seat all of us at one
time. *adipiscing elit* *consequat* *quisque*
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We love seeing stories... especially on Instagram. There was our BLAZBY!

SOLUTION:

Our new couch and chairs are arranged in a way that really opens up the space for our family.



we couldn't
believe the
transformation.
it was incredible.

It's more than just the comfort of our new furniture that makes this living room everyone's new favorite space. It's the way that LaZBoy helped us arrange everything against the three outer walls of the room, which gives us a wide open area to dance, play and make memories as a family. *lapisla rustioris ma quis nism exenapti quodi ut volupta quate vereditatum velant. Invenit.*

PRODUCT NAME HERE

Price as shown \$0000



PRODUCT NAME HERE

Price as shown \$0000



Check the space of your dreams. > See Requirements



Follow our story on Instagram for design ideas and more **LAZBOY**.

LAZBOY.COM 09

(After)



THE BEAUTY OF SIMPLICITY

When I walk into a room, I immediately ask myself what I find beautiful about it, what works, what doesn't, and how I can incorporate these things into my own work here at Lo-Z-Roy. The spaces that stick out in my mind are the ones that look effortless, simple, yet as an interior designer, I know they required hours of thought and hard work to make them look that way. When a customer

wants design help to create a sleek, simple space like the one above, I know it will be a challenge, but so much fun at the same time. There's no better feeling than being able to bring a customer's vision to life.

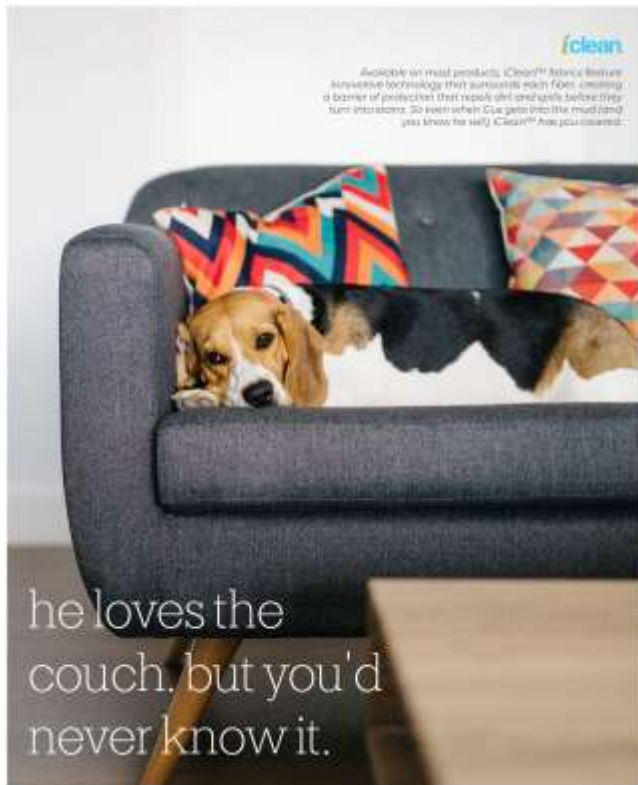
Lisa

Beve-Edward.com | Lisa Design Services | Lisa Bequeath

See Lisa's design work in action at beve-ed.com



© Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220 | © Product Name | Price as shown \$220



the best seat in the house

Some pieces make a room - these chairs included. They're simple, sophisticated and so ready to help you relax after a long day.

A- PRODUCT NAME HERE
Caption text about the chair and its
Price as shown \$1000

B- PRODUCT NAME HERE
Caption text about the chair and its
Price as shown \$1000

C- PRODUCT NAME HERE
Caption text about the chair and its
Price as shown \$1500

D- PRODUCT NAME HERE
Caption text about the chair and its
Price as shown \$1800

your chair choice > to shop now



4.

**HUMANS
CRAVE A
SENSE OF
BELONGING**

HUMANS CRAVE A SENSE OF BELONGING

- We all want to be part of a “Tribe”
- We were not meant to be alone (we want community)
- We express ourselves through the groups we belong to

HUMANS CRAVE A SENSE OF BELONGING

- We all want to be part of a “Tribe”
- We were not meant to be alone (we want community)
- We express ourselves through the groups we belong to

*** Create (or tap into) a community**

**MOTORCLOTHES
COLLECTION**

NEW SPRING 2014



**WE KNOW
WHAT RIDERS
WANT BECAUSE
WE RIDE.**



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OUR LEATHER IS FIRST BECAUSE IT LASTS



Women's Leather Jacket
Page 16



Women's T-Shirt
Page 17



PAIR THIS WITH THAT

As always, choose a helmet and suit that fit. To
ensure maximum safety, never wear gear that
isn't in good condition. And, of course, always
wear your seat belt. And, of course, always
wear your seat belt. And, of course, always
wear your seat belt.

SHIRTS FOR THOSE IMPORTANT MEETINGS



SHIRTS MEN'S



• Short-sleeved vintage
shirt with stripes
on the sleeves

A MEN'S SHORT-SLEEVE VINTAGE SHIRT

- 100% cotton, short-sleeved, button-down shirt.
- Short-sleeved vintage shirt with stripes on the sleeves.
- All sizes feature a small Harley-Davidson logo on the chest.
- All sizes feature a large Harley-Davidson logo on the back.
- All sizes feature a small Harley-Davidson logo on the sleeve.

REGULAR CLOTHING
1-800-999-9999

B MEN'S LONG-SLEEVE VINTAGE SHIRT

- 100% cotton, long-sleeved, button-down shirt.
- Long-sleeved vintage shirt with stripes on the sleeves.
- All sizes feature a small Harley-Davidson logo on the chest.
- All sizes feature a large Harley-Davidson logo on the back.
- All sizes feature a small Harley-Davidson logo on the sleeve.

REGULAR CLOTHING
1-800-999-9999

• Short-sleeved vintage
shirt with stripes
on the sleeves



Discover the collection [b-d.com/motorcycles](#) 21



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 [CLOTHING & GEAR](#)

OUR COMPANY

We fulfill dreams of personal freedom.

[OUR STRATEGY](#)

[OUR BUSINESS](#)

[OUR DEALERS](#)

[OUR CUSTOMERS](#)

[OUR LEADERSHIP](#)

OUR ROOTS

In 1903, out of a small shed in Milwaukee, Wisconsin, four young men lit a cultural wildfire that would grow and spread across geographies and generations. Their innovation and imagination for what was possible on two wheels sparked a transportation revolution and

Foto: [unreadable]



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Foto: [unreadable]





5.

**HUMANS LIKE
RITUALS AND
ROUTINES**

HUMANS LIKE RITUALS AND ROUTINES

- Routines make us feel SAFE (**change** scares us)
- Rituals give us a **sense of control** over our lives
- Brands that have rituals are “stickier” than those that don’t

HUMANS LIKE RITUALS AND ROUTINES

- Routines make us feel SAFE (**change** scares us)
- Rituals offer us **continuity** in how we experience life
- Brands that have rituals are “stickier” than those that don’t

* What can be repeated?

TWIST. LICK. DUNK.





VIDEOS *



WONDER IF WE GAVE
AN OREO TO YOU

Where would your imagination go?

PLAY WITH OREO >











**CAN YOU BECOME PART OF
SOMEONE'S ROUTINE?**

5 BASIC HUMAN TRUTHS

1. THE BRAIN CRAVES **EASE & ORDER**
2. HUMANS ARE ATTRACTED TO **BEAUTY**
3. HUMANS RESPOND TO **EMOTION**
4. HUMANS CRAVE A SENSE OF **BELONGING**
5. HUMANS LIKE **RITUALS & ROUTINE**

↑Huckberry

Hey, guys. Huckberry co-founders Rich and Andy, here. What a week. To say it was "less than ideal" would be like the time Chris

Farley said, "I have what doctors call a little bit of a weight problem." The good news is we've survived far worse over the long arc of human history and we'll beat this too—together. In the meantime, we hope to create a welcomed diversion by bringing you our regularly-scheduled programming of quality gear and actionable inspiration; all supported by a positive, like-minded community. So enjoy your Sunday, stay safe, and above all, be good to each other. Onward.





People First

THANK YOU!



TCurtis@cohereone.com



BrentN@jschmid.com