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# Living Room Luxuries

Make your customers feel at home with cozy textiles, unique lighting options and inviting decorative accents.

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New Rustics Home  
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## Liven Up Your Living Room Displays

Are you tired of traditional room settings? Spotlight your textile and home decor offerings in dynamic displays that are sure to draw your customers' attention.

**Pile on the pillows.** Don't just toss single pillows into your displays. Make a bigger impact by displaying them in a divided shelving unit with different size openings. Stack pillows vertically and horizontally in the spaces, and stand up a few face-forward in their own openings.

**Showcase a cozy throw collective.** Make texture-rich throws irresistible by displaying them in colorful groupings. Use curtain clips to hang several throws on a decorative curtain rod, or hang a variety of throws singly on pretty knobs or hooks. For a more structured look, drape folded throws over the rungs of a wood ladder.

**Add wow to wall decor.** Artwork, clocks and mirrors don't have to hang on the wall. Suspend them from both sides of a room divider or screen, or make a similar display piece by hinging old doors together and adding feet for stability. For another eco-friendly option, use salvaged wood or old shutters to make wall shelves, and display small prints, plaques and clocks on plate stands on the shelves.

**Emphasize accent furniture.** Even small furniture pieces can be the center of attention. Hang a lightweight table on the wall with brackets, and top it with a small vase of flowers. Or, create a towering focal point on your sales floor by stacking tables in graduating sizes.

**Shine a light on lamps.** Create a glowing arrangement with a variety of lamps. Build or purchase a stair-step display piece to vary the heights of table lamps. Hatboxes also make great risers. Use patterned hatboxes, or paint or decoupage your own, to give lamps a boost. And don't forget—lamps bring warmth to any display, so be sure to turn them on!



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# You CAN Sell Furniture

Think you can't sell furniture? You can! Here, we answer the most common retailer concerns.

**"I don't have the space."** Don't let limited floor space keep you from earning big profits. Instead, put out a few pieces that demonstrate color and quality, and allow customers to order from the vendor's catalog. Or, use furniture pieces for display, and find low-cost storage space to stock up on additional items.

**"I don't have the cash to invest in large pieces."** Furniture pieces are often high-ticket items that can generate hundreds of dollars in margin with just one sale. Carefully select pieces that fit your customers' taste and budget so that you can maximize your profit per square foot of display area.

**"My customers aren't interested in furniture."** This is a good opportunity to bring in new shoppers as well as strengthen your relationship with current customers. Promote your furniture offerings online and in print ads, and educate customers about the benefits of buying furniture from your store, including customization and style consultation. Highlight both affordable pieces and unique, investment-worthy furniture.

**"I don't know how to display furniture with my other products."** If you already carry home decor, furniture is a natural complement. Keep displays simple, and show the pieces like they would be used in a home. When displaying furniture with gifts and other items, don't shroud furniture with too much merchandise. Make sure you're always highlighting the beauty of the piece.

**"I can't quickly replace items when they sell."** Keeping additional pieces in storage is a good option for replacing sold merchandise. But, if you don't have space available, search out vendors who can ship items quickly, and establish strong relationships with them. [SR](#)



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