SELLING SHEET

NEO

This Selling Sheet is designed to help teams at Ashley sell the Luxe Collection, by providing a quick reference to contents that will grab the Guest's attention, help them highlight key product knowledge elements: "Right to Win", Romanticize the product through Storytelling and even help Complete the Look!



THE NEO COLLECTION

Graceful geometry and softened silhouettes bring movement and balance to contemporary spaces. This collection is a refined expression of modern form, where gentle curves create a quiet sense of flow. Rounded silhouettes and seamless edges lend approachability and cohesion, while a dark, espresso finish reveals rich grain and tonal contrast.



NEO *Products*



Panel Bed
Queen B954 54/57/97
King B954 56/58/97
California King B954 56/58/94



Upholstered Bed
Queen B954 74/77/99
King B954 76/78/99
California King B954 73/79/95



Chest of Drawers
B954-46



Nightstand
B954-93



Dresser
B954-31



Mirror
B954-36



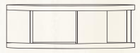
Server
D954-60



Chair 2 (Available for Neo Round Dining Table only)
D954-02A



Chair 1 (Available for Neo Extension Dining Table only)
D954-01



Cocktail Table
T954-8



End Table
T954-2



Round Dining Table
D954-50



Extended Dining Table
D954-35

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Luxe Unlock: *Grabs the Guest's Attention*

"Designing a whole room can feel tricky — Guests want everything to work together, but they don't want it to feel flat, overly matched, or impersonal.

(pause)

That's exactly what Neo solves.

Neo is designed as a cohesive room solution, but each piece stands confidently on its own. The rich wood tones, layered materials, and hammered metal details create harmony without sacrificing character. It looks collected over time — not bought all at once."

Right to Win: *Why Choose the NEO*

Espresso-Finished Spruce Veneer

What To Do: Invite the Guest to touch the Neo's surface.

What To Say: *"Neo features an espresso-finished spruce veneer — it's rich, modern, and brings real depth to the room. It's bold without feeling heavy, and incredibly versatile."*

Purpose: Immediately establishes Neo's elevated material story, boosts perceived value, and differentiates it from lighter, trend-driven finishes.

Lifestyle-Friendly Function & Drawer Story

What To Do: Open drawers and point out interior details. Don't be afraid to pull out the drawer and hand it to the guest with the drawer pull facing towards the Guest.

What To Say: *"Neo gives you the clean, modern look you love, but with real function — smooth-gliding drawers, finished interiors, felt-lined top drawers, and cedar-lined bottoms. And English dovetail drawer construction and under-mounted glides. It's beautiful, but it works for everyday living."*

Purpose: Removes the fear that modern furniture is "pretty but not practical" and builds confidence in long-term usability.

Storytelling: *Romance Language that Evokes Emotion*

"It's modern without feeling cold. Intentional without feeling styled. The layered materials and finishes give it a quiet luxury that feels personal and lived-in. While boutique stores might also have styles like this, we don't include the luxury price tag. Because we've designed this with our Guest in mind"

Add on & Upsell: *Complete the Look*

"Our designers intentionally crafted this vignette to show how Neo works across the entire room — so you don't have to guess how to make it feel complete."

Product Knowledge

Bedroom

- Made with solid wood components, thick spruce veneer and MDF substrate
- Metal drawer pulls with hammered texture detail and warm pewter-tone finish
- Smooth-gliding drawers with fully finished interiors
- English dovetail drawer construction and undermount drawer glides with soft-close function, a Luxe standard
- Dresser and Chest lower drawers with natural cedar veneer, includes removable jewelry tray and small accessory valet

Dining & Occasional

- Made with solid wood components, thick spruce veneer and MDF substrate
- Chairs feature foam cushioned seats with webbed support deck for added comfort
- Each dining chair features the Luxe Standard, Perfect Seat
- Metal pulls with hammered texture detail and warm pewter-tone finish on the Server
- Server features 2 smooth-gliding drawers with fully finished interiors, English dovetail construction and premium undermount drawer glides with soft-close function, a Luxe standard

NEO *Finishes*



Hammered Pewter

Hammered Pewter hardware brings artisanal character and a tactile edge to cabinetry and furniture. Its rough- finished surface and muted silver tone add depth and interest, grounding spaces with subtle texture and an old-world charm that never feels dated.



Espresso Finish

Espresso Finished spruce veneer exudes quiet sophistication through its smooth finish and warm, golden undertones. Highlighting the natural grain of the wood, it brings a refined yet approachable feel to modern spaces, balancing organic beauty with timeless, crafted appeal.



Plush Gray Bouclé

Plush Gray Bouclé is the essence of understated luxury. With its soft looped texture and creamy tones, it adds dimension and sophistication to any piece. The fabric invites touch, blending comfort and elegance with a serene, effortlessly modern aesthetic.



Tone-on-Tone Chunky Bouclé

Tone-on-Tone Chunky Bouclé is refined comfort made tangible. Its subtle color variations and plush, velvety texture create depth and warmth, while maintaining a harmonious, monochromatic look. The fabric pairs softness with sophistication, bringing a rich, inviting feel to any space.