

THIS IS YOUR STORY

HORCHOW SPRING 2021 | NOVEMBER 13, 2020



Reference imagery included for creative exploration and visual direction only.
Images are used to communicate aesthetic intent and remain the property of their respective owners.

THIS IS YOUR STORY THE CONCEPT



Spring always promises possibilities, and 2021 seems especially open to interpretation. It's time to take control of the narrative and tell the story you want to hear, and home is the place you can definitely have your say.

To begin, consider: What makes you happy? Do you crave the quiet harmony of a soothing sanctuary or would you rather fill your rooms with the lively energy of bright, optimistic colors? Do your spaces need to rev you up for life's everyday adventures out in the world (and sometimes around the dinner table), or do your rooms need to encourage settling in for sustaining family time? Or maybe you need a little bit of all of that. However you want to create it, Horchow is here to help your home become a true expression of yourself, filled with what brings joy and adds comfort to your life. Let's go tell your story.

THIS IS YOUR STORY
MOOD BOARD



THIS IS YOUR STORY
CAMPAIGN EXPRESSIONS

Home is where you tell the story you want to hear and where you can make sure all the everyday adventures and meaningful moments add up to that happily ever after. Horchow is going to be about promotions, but we can deliver inspiration through images, site support, and C Blocks that introduce new ways to express yourself & your style.

Some examples:

HOME PAGE ROWS 5 & 6

THIS IS YOUR STORY
Make home your happy place

C BLOCKS

USE YOUR OUTSIDE VOICE
Your style knows no boundaries

IT'S ALL ABOUT YOU (and what makes you happy)
Love the energy color brings to a room? Add bright accessories or soothing water hues to create the mood that suits you



THIS IS YOUR STORY
STORIES



THIS IS YOUR STORY
THE NATURE LOVER
CAN FEATURE ALL CATEGORIES

You have an affinity for the natural world, and its textures, colors, and sounds soothe your soul. Give voice to the **NATURAL ELEMENTS** that ground, center, and sustain you.



THIS IS YOUR STORY
THE SANCTUARY SEEKER
BEDROOM & BATH; MAY OVERLAP WITH NATURE LOVER

You know sometimes a whisper gets more attention than a shout. You also know you're at your best when you take care of yourself. Create a **CALMING** sanctuary where you can do some self centering and get your thoughts in order before you head out into the world.



THIS IS YOUR STORY
THE FIRST ONE IN THE POOL
FEATURE OUTDOOR PHOTOGRAPHY

Your style know no boundaries. It's time to show it. Fling open the doors, revel in the fresh air, and have your say **OUTSIDE** as well as in.

THIS IS YOUR STORY STORIES



THIS IS YOUR STORY THE ETERNAL OPTIMIST POPS OF COLOR IN ALL CATEGORIES

You've always seen the glass as half full—or more likely, brimming over. Whether you go full out with a pink bed or scatter bright pillows on the sofa, you want the view to be **BRIGHT** and the smiles to be big.



THIS IS YOUR STORY THE ONE WHO NEVER LOSES SIGHT OF WHAT'S IMPORTANT IMAGES TO CELEBRATE SPECIAL MOMENTS

Life is made of moments, and you want them all to add up to that happily ever after. Home is a good place to be sure every moment gets its due. Let your entryway extend an embrace at the end of a long day of adventure (and they're all long days of adventure, aren't they?). Sink into a sofa beside your loved one for an at-home movie date night, set the table and light the candles, or put on some music and dance. **CELEBRATE YOUR LIFE YOUR WAY AND DO IT EVERY DAY.**

THIS IS YOUR STORY
CONVERSATIONS

LOVE WHERE YOU LIVE

REIMAGINE YOUR GET-TOGETHERS

25% OFF

ENTERTAINING ESSENTIALS

SHOP THE SALE





SHOP FURNITURE



SHOP DECOR



SHOP TABLETOP



SHOP BEDDING

THIS IS YOUR STORY
TYING OUR STORIES TOGETHER

WEBSITE & EMAILS

Redesign the extra-drive CTAs in our emails to mimic Quicklinks on the Home Page, bringing more cohesion to the look and feel of drives between media.

HORCHOW

ASSISTANCE YOUR ACCOUNT SHOPPING BAG

SEARCH

FURNITURE DECOR BED & BATH LIGHTING RUGS & WINDOWS TABLETOP & GOURMET OUTDOOR & TRAVEL HOLIDAY & GIFTS INSPIRATION SALE



HOLIDAY DECORATING SALE

30% OFF

Select seasonal & decor items

SHOP NOW

QUICK LINKS TO WHAT YOU'RE LOOKING FOR



HOLIDAY >



DECOR >



TABLETOP >



TABLE LINENS >



ORNAMENTS >



STOCKING & TREE SKIRTS >

EXISTING HOMEPAGE

HORCHOW

FREE SHIPPING

ORDERS \$400+ | CODE GETCOZY

SHOP NOW

Exclusions apply

LOVE WHERE YOU LIVE

REIMAGINE YOUR GET-TOGETHERS

25% OFF

ENTERTAINING ESSENTIALS

SHOP THE SALE



SHOP DINING FURNITURE

SHOP DINNERWARE

SHOP DECOR

SHOP ENTERTAINING

EXISTING EMAIL

THANK YOU!