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How Not to be Boring!

No one ever bored their way to success. Let Chaya from TOV teach you how to make furnishings fun, fashionable and exciting again.

Cedarhurst, N.Y. (January 20, 2019) – When you look around your store for a young, trendy female customer do you see any? Do they ever walk in, turn around and walk out? When that happens, you didn't make a connection. It's a subliminal instinct. In a word, it's boring. And who wants to imagine their life as boring?

Chaya Krinsky is the lead designer and creative director at TOV Furniture, but a better title might be vice president of fun. Her mission in life is to bring joy and fashion back into furniture shopping. After a recent competitive store check, she opined, "most traditional retail stores are boring, beige and brown. It all looks the same. Worst of all they are selling furniture like a commodity rather than what it truly is: a lifestyle aspiration. Consumers seldom if ever buy things for rational reasons, and

furniture is no exception. They buy because they want to realize a dream reflecting the way they want others to view them. But when you reduce that psychobabble into 21st century lexicon, girls just want to have fun!"

This is especially true of the 25 to 34-year-old segment who according to Jerry Epperson represent more than 1/4 of sofa sales. Chaya says furniture sales from this group are being lost to the internet and vertical lifestyle stores because traditional retail stores don't understand them. According to Chaya, the psychology of this segment is different. "They're looking for something that is fresh affordable and fun. For them, it's more of a fashion item than a long-term investment. The best way to reach this segment is with a store within store concept-curated by someone who understands them– something that offers a complete look, affordable price-points and color."





TOV has two must-see showrooms on the 6th floor of Building B at the Las Vegas Market. One is approximately 2,000 square feet and showcases new items only. However, unlike other manufacturers, everything shown is available for delivery in about two weeks. According to Chaya, “we treat furnishings like the fashion business it is. Our showroom is not a trial balloon. We follow fashion and commit just like the fashion designers do. If you see it in our showroom, it’s going to be in our line. The second, much

larger showroom is approximately 11,000 square feet and is highly retail focused. It takes TOV’s best-selling styles and showcases them in vignettes the way a retailer would.

When asked what makes her showroom different, she rejoined, “first you need to start with the TOV brand and how it is different. The obvious visible differences between TOV and boring brands are: smaller scale, color, and innovative merchandising. What is not readily apparent, but you can sense it, is that 95% of the company is comprised of women serving women. No one on the team is older than 40, and most are under 30. All of the designers, photographers and merchandisers are women.



This brings a certain feminine defining spirit that is unique and special.

Second, TOV designs its showrooms and displays in three dimensions. Items are often showcased on multiple levels for both visual appeal and to maximize return on investment. It includes lighting, floor covering, accessories and artwork and shows how these fit together in a desirable lifestyle. Finally, TOV’s showrooms are more than visual—it is a complete sensory experience including touch, sound, taste and smell. Rather than offering 100 versions of basically the same fabric, TOV offers a wide variety of tactile fabrics ranging from fluffy faux fur to matelassé. Showrooms feature a DJ and soundtrack and a signature fragrance that appeals to this generation. There are plenty of tasty treats

including an exotic cheese board, ice cream cones fashioned into flower petals and an assortment of furniture inspired cookies.

To encourage visitors to think outside the box they are greeted with a “box” of cold water. A 2018 study from Girl Up found that: 70 percent of Gen Z believes their lives need to make a difference in the world, and 65 percent feel it's important for companies to take a stand on social issues. This is not a marketing ploy. It is part of TOV's core values to protect the environment.

Perhaps most distinctive is that vignettes are created to be Instagram-able. They are designed with the camera in mind. This includes photogenic backdrops of florals, neon, and artwork hung purposely lower to capture the perfect shot fit to the aspect ratio of an iPhone.



Why go to all this trouble? Chaya responds, “There are significant differences in preferences among generations. Typically, older generations have preferred bland neutral colors like grays, beiges and taupe. They use splashes of color on pillows and throws. Younger generations prefer color. They’re not concerned with having furniture for a lifetime and expect to replace it in 3 to 5 years. They like shape and generally prefer smaller scale and brighter colors, although the exact colors follow fashion and are more of an art than a science. At TOV we are constantly studying preferences. And, we are always looking for something fresh and new. We believe it is important to refresh vignettes frequently. To that end, we have developed a program which rejuvenates vignettes every quarter, replete with planograms and advertising materials. We maintain a daily presence on social media and consumers expect to find in stores what they see on Instagram.”

When asked how TOV earned its name, Chaya smiled and explained, “TOV has a dual meaning. It is a shortened version congratulations or wishing someone good luck. In Hebrew it is literally translated as a constellation of good stars and destiny. TOV is also an acronym for Tone of Voice. A big part of our culture is providing a distinctive point of view that resonates with our customers. And isn't that what we all want our homes to be—a curated haven of goodness and warmth, reflecting our unique values and personality to shape the destiny of our family?”

ABOUT TOV FURNITURE

TOV Furniture manufactures fashionable, affordable furniture for forward-thinking companies. Over the past five years, TOV has become one of the fastest growing furniture brands in the United States. A family-owned company with a mission to set a higher-standard offering fresh, affordable designs that make a statement, allowing consumers to express themselves with beautiful furnishings that do more than just take up space. For more information, please visit tovfurniture.com. TOV has showrooms on the ground floor of Showplace in High Point and Spaces B658 & B662 at the Las Vegas Market.