

# AFR Elements

LATEST TRENDS, IDEAS & INFORMATION FROM AFR FURNITURE RENTAL

PRODUCT SPOTLIGHT

**Accent Chairs**

DID YOU KNOW

**Things About AFR**

HOW TO MAXIMIZE  
PINTEREST'S POTENTIAL

**We'll Show You How**

DARE TO BE

# Bold

**TRENDING COLORS & PATTERNS  
FOR FALL & WINTER 2014**

MODEL SPOTLIGHT

**AFR GOES TO THE BRONX**

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FURNITURE  
RENTAL



With summer beginning to fade into the cooler temperatures and cozier times of fall and winter, this year's color trends take a surprisingly untypical turn and expand boundaries beyond the horizons of normal standardized fall colors.

With the explosion of Radiant Orchid onto the palette earlier this year, colors have continued to take a bolder and splashier stance in everything from fashion to interior design.

**There's nothing typical about the Pantone colors for this fall and winter season.** With a smorgasbord of hues like Aurora Red, Sangria, Aluminum, Royal and Cobalt Blue, Cypress Green, Misted Yellow and Cognac, the world becomes a blank canvas from which to

individualize and create spaces that truly reflect one's personality.

Does this mean that you need to run out and buy rooms full of new furnishings and accessories? Absolutely not! With a few changes, a space can be updated so that it oozes with vibrancy, individuality of this year's color, and design trends that won't break the bank.



## HERE ARE FIVE SIMPLE WAYS TO GET STARTED

### 1 . Get rid of the matchy, matchy

Mixing is in. That includes furniture, color, pattern and texture. Retro is hot this season, but you don't have to go overboard. A *Murano* glass lamp and a *starburst* wall clock in a beautiful dulled metallic will go a long way in pulling that feel into a room, even if your look is presently Ultra Modern. Mix it up!

### 2 . Old is new

There is a resurgence of reimagined antiques and vintage pieces to add a modern twist. Create interest with a vintage chair or a settee in bold color or pattern (or both) to add a splash of flair to a room.

### 3 . "Fifty Shades of Gray"

Combine different shades of gray for a beautifully layered look. Accent it with crystal, gunmetal silver or dull aluminum. Whether paired with elegant chic or the clean lines of modern style, grey is the new beige.

### 4 . Switch out pillows, throws and artwork

By far the most economical way to refresh a room with color is to buy new accessories. They add verve to a room so it feels new again. Throw in one or two brushed gold and silver accents and really make it sparkle.

### 5 . Artisanal pieces

Add a one-of-a-kind accent piece or furnishing. Buying a wooden carved bowl for example, not only gives the room a global chic feel, but also supports the local artisans that make a living off of their work. Bonus!

**Modest design tweaks with simple and unique, yet beautiful embellishments are key to making homes shine this fall. Play with color, pattern, texture and style. Remember there are no hard and fast rules – have fun with it!**

# Product *Spotlight*

MAKE A STATEMENT WITH ACCENT CHAIRS



A. *Vickers Armless Accent Chair*  
B. *Rosette Accent Chair*  
C. *Cyclone Accent Chair*  
D. *Steel City Accent Chair*  
E. *Jumanji Chair*  
F. *Durham Accent Chair*

Accent chairs are a great way to add an extra pop of personality to a room. Gone are the days of matched textures and styles, contrast is in. They can be of a different style, color and texture than the rest of your furnishings or they can pick up a highlight color and pull a look together. They can be sharp and tailored, detailed and traditional or eclectic and fun. Whatever you do, be daring. Make a statement and give your room an extra edge. From creating a private reading nook to enhancing a social setting, accent chairs are a brilliant finishing touch.

ORDER ONLINE AT [WWW.RENTFURNITURE.COM](http://WWW.RENTFURNITURE.COM)

# Does Your Pinterest Boards Tell *YOUR* Story?

IF YOUR BRAND IS NOT ON PINTEREST,  
YOU ARE MISSING OUT

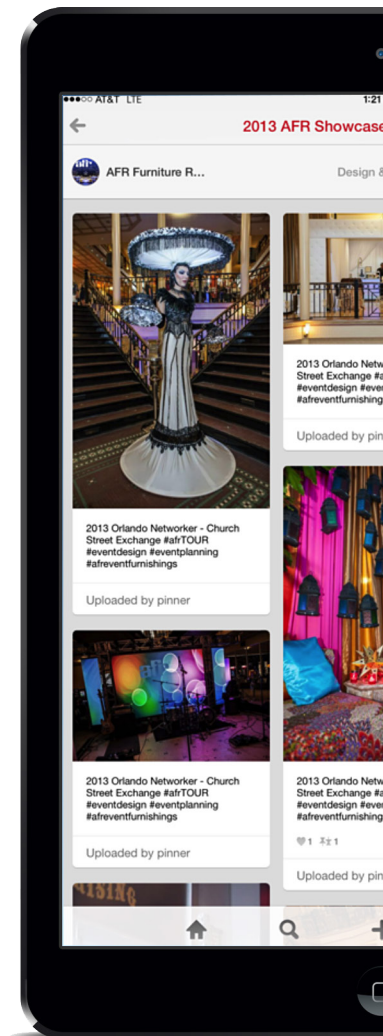
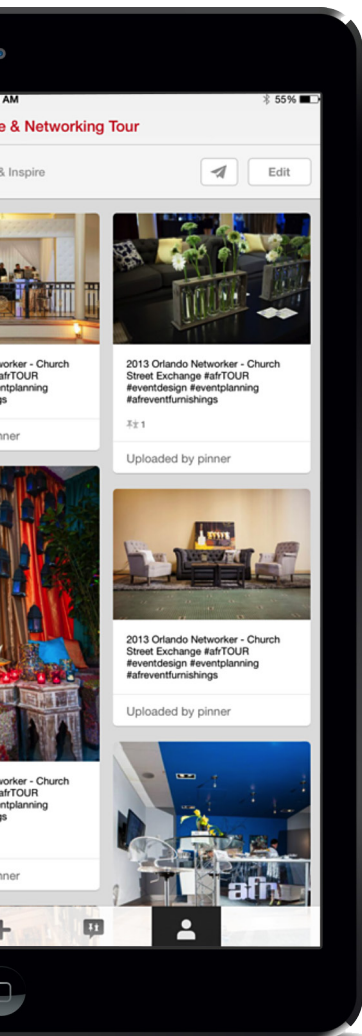
By definition on their own site: Pinterest is a place to discover ideas for all your projects and interests, hand-picked by people like you.

After asking Siri "What is Pinterest?" this is what she came back with: Pinterest is a visual discovery tool that people use to collect ideas for their different projects and interests.

What's my point? In both instances, it does not mention anything about selfies sparking inspiration. Don't be that brand or person. After all, you yourself are a brand and an extension of the brand you represent.

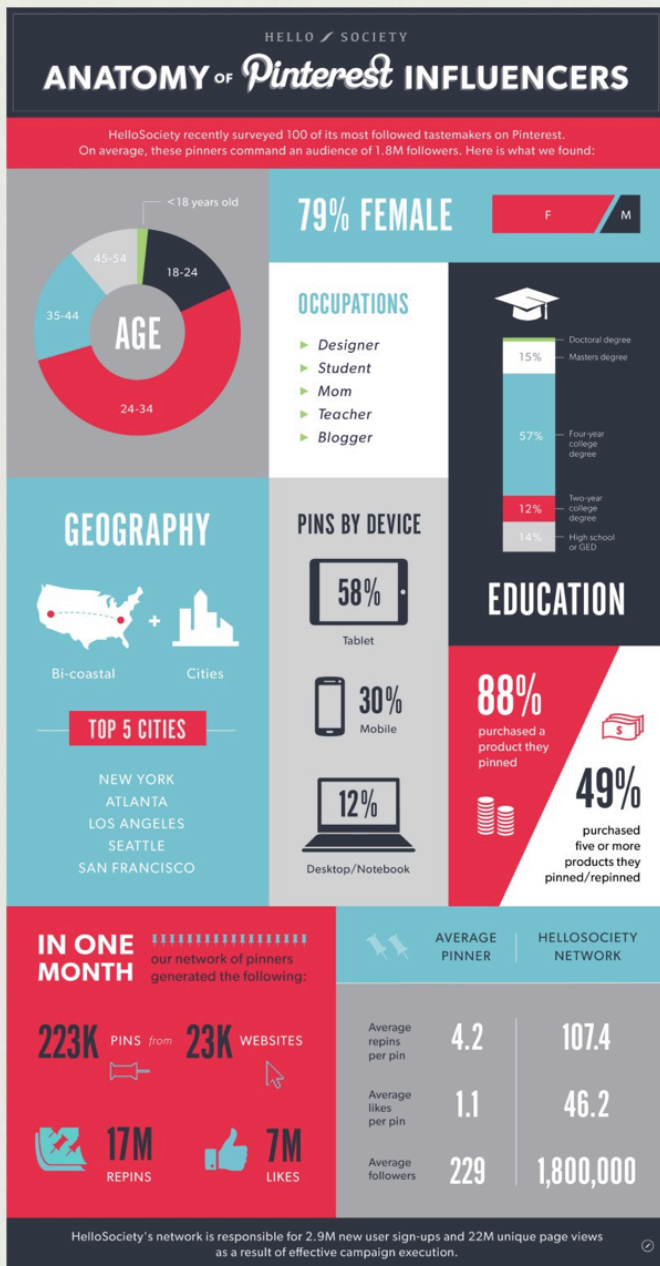
Now that I have your attention, your Pinterest boards should tell your story fueled by visual content that inspires your audience. As with Instagram, Pinterest provides a visual playground to authentically showcase your brand. Focus on creating unique boards that appeal to different groups of people.

**AFR has done an exemplary job of sharing their *#afrTOUR* stops with their boards. Through their various pins, they give a glimpse of every city's event, capturing the experience for their audience.**



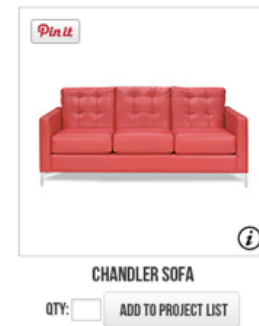
## If your brand is not on Pinterest, you are missing out on some major opportunities!

Influencers play a key role on Pinterest and help spearhead new products and trends. Here are some stats to get your creative brain juices fizzling:



It is important to do a cross-pollination of your content across all social media platforms to provide your existing community and new audiences a seamless experience. Pinterest should be an extension of all your marketing efforts, if not one of your top three, since it is one of the highest social media platforms to drive traffic. Keep in mind that pins have different traffic patterns as some pins are clicked through immediately while others get repined prior to being clicked.

Once you've created an account, you will want to inform everyone to create engagement. You can do this by sending a dedicated Pinterest email to showcase your boards and encourage following as well as integrate some Pinterest tools. You can add the "Pin It" button to your website to grow Pins and referral traffic. You can also add hovering "Pin It" buttons over your product line. This is one tactic that I recommend as it provides yet another opportunity, in a subtle way, for your clients to pin their favorites. Here is an example of this option on AFR's Furnishings:



You might be wondering how you can measure your ROI. There are tools you can use to measure your Pinterest account, such as Pinterest's own analytics, only available once you verify your website and tailwind. These tools, although not completely free for tailwind, are of benefit if you want full access to their management tool. Understanding your followers behavior will point you in the right direction on what type of Pins you need to share and how to better create your content.

No matter your story, it is imperative to orchestrate a distribution strategy to maximize your reach with your audience. Remember to mix things up a bit. It's okay to share other interests, just as long as your brand story message doesn't get lost.

Happy Pinning!

Written by Guest Blogger Jose Ramirez,  
Backdrops Beautiful

# AFR Goes to the Bronx

## HOME STAGING SHOWCASE

On the market for several months in the private community of Fieldston in Bronx, NY, AFR received a request to home stage this crisply renovated 1950's style residence to see if it could garner more interest from buyers. To make this house feel like home, we played

to the spaciousness of the architecture and focused on a stylish and comfortable feel that highlighted the respective space. Off the floor and glass-topped furnishings helped us accomplish a sophisticated, clean lined design that worked with the renovations.



The Living Room featured our *Rockford Sofa* with *Chaise*, *Polo Chairs* and *Reno Coffee & End Tables*. In the Dining Room, we played to the roomy feel with *Roca Dining Table* atop a *Milan Rug* and finished the setting with *Criss Cross Chairs* and a "vintage" *Jasmine Chest*.

We took the same look into the kitchen with our *Galaxy Round Glass Top Table* surrounded by *Escape Chairs* and *Marcus Bar Stools* at the breakfast bar. In the bedroom,

we maintained the open-air feel by utilizing elevated furnishings that didn't block off the space including our *Emma Collection*, *Tribeca Natural Chairs*, *Athena Rug*, *Lear Lamps* and *Brooklyn Bridge artwork*.

**Working to highlight the positive characteristics of the home, prospective buyers were able to imagine living there, and the house sold quickly. Need help with a tough sell? AFR can assist you with that.**



# Did You *Know...*

1 Our housewares are packaged and set up by local AFR team members and can be customized for you. No boxes drop shipped to your door. We hand pick your items, set them up and make sure everything is perfect.

2 At AFR we help you create the feeling of home. We tailor the collections to fit the space. You don't cookie cut your décor at home, and you don't have to for your clients, either.

3 Our clients have the ability to pick product from different business segments. If you want a piece from our office or special event furnishings divisions, we can make that happen.

4 We offer a customized ordering portal, which is designed to make your order requests a click away for your convenience - 24 hours a day, 7 days a week.

5 We partner with you and don't just have one solution for every question. To us, you are an individual, not a number.

6 Our drivers and delivery people treat our furniture and your property like it's their own.

7 Most importantly, we respect and appreciate your business!

RESIDENTIAL . COMMERCIAL . HOME STAGING . SPECIAL EVENTS . TRADE SHOW

Contact your AFR Representative by calling **888.AFR.RENT** to find out what AFR can do for you. Or visit our website at [www.rentfurniture.com](http://www.rentfurniture.com).

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FURNITURE  
RENTAL