

Mary Jessen
PR Account Executive
Bader Rutter
262-938-5425
mjessen@bader-rutter.com



FOR IMMEDIATE RELEASE

Embrace the look of your favorite travel destinations

Sauder designers offer tips to achieve vacation-inspired home décor

ARCHBOLD, Ohio — June 3, 2014 — Summer is fast-approaching, and vacation adventures are just around the corner. Whether you're drawn to a fast-pace vacation in the big city or a calming seaside escape with sand between your toes, summer getaways leave us inspired. This year, extend your summer vacay by bringing the look of your favorite travel destination into your home with help from Sauder designers.

"While exploring new places, constantly be on the lookout for souvenirs and items that inspire you and your style," said [Lacey Campbell](#), Sauder designer. "I love looking beyond traditional souvenirs to bring back mementos that help my home tell my story, like a painting or photograph from a local artist, or shells or stones from the beach. Not only are these keepsakes unique to me and my travel experiences, they're the perfect groundwork for vacation-inspired designs."

Urban Adventure

You don't have to book a five-star hotel to enjoy boutique-chic surroundings packed with design details and sophistication. And re-creating your own slice of luxury doesn't have to be expensive. Campbell shares three tips for creating your favorite city-inspired look.

1. **Think sophisticated** — For the bedroom, look for [furniture with sleek lines](#) and dark-colored finishes. Choose one or two pieces to anchor the room, and accent them with tracked lighting or complementary art. Finish with [upholstered accent seating](#) to incorporate a sense of luxury and relaxation in your space. Add an extra sense of elegance with brass or metallic décor — even find pieces that subtly mimic your favorite sites, such as Eiffel Tower candlesticks.
2. **Pamper yourself** — To create the spa-like feel of a boutique hotel bathroom at home, think soft textiles and indulgent fabrics. Use fluffy, oversized towels and plush rugs to add softness to your bathroom. Achieve an even more sophisticated feel with chic [organizational pieces](#). Perfect for rolled guest towels, hand lotions and other bathroom necessities, these furnishes marry the function and luxury of a hotel-worthy space.
3. **Layer on the texture** — Urban hotel rooms radiate with detailed textures and smart combinations of fabric and material. To incorporate this style, look for items in a mix and match of textures, including thick, layered tapestries, silky throws, soft-woven upholstery and embroidered pillows. Add additional dimension with gold-trimmed mirrors and framed cityscape paintings.

Seaside Escape

Seaside destinations are light and airy — evoking a sense of relaxation and offering a space for you to kick back. Whether you live seaside or inland, bringing a little ocean retreat to your home is easier than it looks. Sauder merchant [Lindsay Hierholzer](#) shares three tips to help create an ocean oasis.

1. **Take a hint from nature** — There are plenty of natural objects to help you create your very own seaside escape. Create focal pieces in the living room with bright-colored coral; add neutrals with driftwood and

rope; and, of course, don't forget the seashells. Find a large glass hurricane or wide-mouthed jar to collect and display your nautical finds.

2. **Keep it light** — From paint color to finishes, keep furniture and accents bright, light or whitewashed. Try [Antique White or Salt Oak finishes](#), [tongue-and-groove paneling](#) or basket-woven textures for a real nautical appeal. Accent these lighter elements with pops of color in wall art or coastal décor, such as nautical-themed throw pillows.
3. **Mellow out** — The best part of a beachside escape is having the space to relax, kick your feet up and enjoy a cool sea breeze. Place [ottomans](#), poufs and oversized floor pillows around the room for plenty of lounging space on your next game night or get-together. Use [side tables](#) for easily accessible tropical cocktails and beverages.

Rustic Retreat

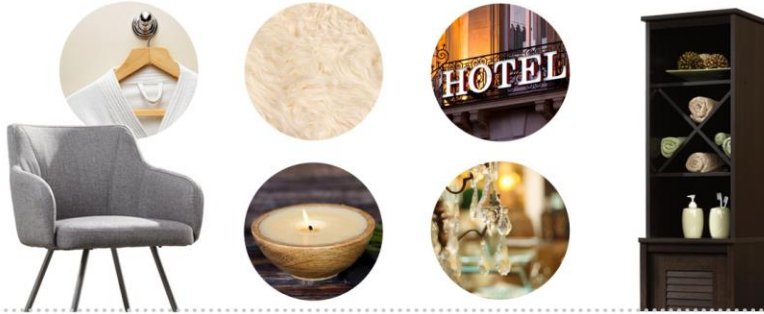
If you're a nature lover who can't get enough of cozy log cabins, the scent of campfires and crystal-clear lakes, a rustic retreat is for you. You don't have to own a log home in the woods to take in a bit of scenery. Sauder designer [Mark Strayer](#) shares three tips for rustic retreat décor:

1. **Use the right materials** — Go rough, rugged and worn. After all, that's what a rustic retreat is for. Pick durable fabrics, like linen or canvas for pillows, and don't avoid the casual comfort of worn-in leather. Look for patterns with Scandinavian or Western inspirations for earthy tones, and don't be afraid to add a little faux fur. If you love the look of natural wood but can't afford the hefty price tag, look for furniture with [rounded-log fronts](#) and the feel of [natural wood grain](#).
2. **Create cozy warmth** — Incorporate soft lighting to give the impression of a relaxing evening sitting around a campfire. Bring in an arrangement of candles on a coffee table for a warm campfire feel. Keep soft, fluffy throws easily accessible for extra coziness.
3. **Bring the outside in** — Wherever possible, use natural elements to infuse a rustic retreat feel throughout the home. Use birch logs or curly willow branches for outdoor appeal, or scour the local flea market for antique canoe paddles to hang over the mantel or headboard. Even incorporate your own DIY project of layered branches for above the fireplace or an antler candle holder for a dining nook. For those who prefer a bit of glam in their rustic space, spray-paint natural objects, such as pinecones or leaves, for a shabby-chic feel.

For more tips on finding your affordable style inspiration from Lacey, Lindsay, Mark and other Sauder design experts, visit the [furnish forward](#) blog or [Expedition Design](#) style lab.

To download images of these products or each travel destination look above, please [click here](#).

EMBRACE THE LOOK | *Urban Adventure*



Urban Adventure

- [Soft Modern Occasional Chair](#), Gray Finish, \$149.99
- [Sauder Bath Linen Tower](#), Cinnamon Cherry Finish, \$99.99

Seaside Escape

- [Original Cottage Bookcase](#), Rainwater Finish, \$119.99
- [Harbor View Dresser](#), Salt Oak Finish, \$289.99

EMBRACE THE LOOK | *Seaside Escape*



Rustic Retreat

- [Carson Forge Rounded Counter-Height Table](#), Washington Cherry Comp. Finish, \$239.99
- [Boone Mountain Side Table](#), Craftsman Oak Finish, \$109.99

EMBRACE THE LOOK | *Rustic Retreat*



About Sauder

Manufactured in America's heartland for almost 80 years, Sauder Woodworking Co. is the leading North American producer of ready-to-assemble furniture. A family-run business based in Archbold, Ohio, Sauder embraces sustainability measures that reuse and recycle more than 98 percent of its solid waste materials. The company currently offers more than 30 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#). Learn more at [Sauder.com](#).

###