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Abbyson Furniture

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As a hostess, entrepreneur, wife, and entertainer, JoJo Fletcher's busy lifestyle keeps her running. The well-known influencer understands the importance of unwinding in a comfortable place after a grueling day. One thing Fletcher can count on during life's hectic pace is the sophisticated and relaxing feel of her home sanctuary, filled with pieces from her collaboration with Abbyson Home. Launched in October 2023, the JoJo Fletcher x Abbyson Home line creates a space for unwinding, recharging, and everything in between.



Fletcher teamed up with the award-winning home furnishings manufacturer, bringing her unique style and taste, which synergized perfectly with Abbyson Home's mission. The company's solid reputation in the furniture industry for detailed craftsmanship and exemplary customer service appealed to Fletcher. The partnership is the perfect recipe to provide on-trend and affordable high-end furniture, perfect for everyday living. Abbyson's Chief Sales Officer, Rodd Rafieha

shares his thoughts about the partnership with JoJo Fletcher, "I wanted to find a brand ambassador who embodied what Abbyson stands for and I couldn't have found a better fit than JoJo. It has been a pleasure collaborating with her on her upcoming collections and I am excited for the world to see it all!"

Fletcher lives a public life and is most notably known for her appearance on ABC's hit reality television show, *The Bachelorette*, which resulted in her marriage to former NFL football star Jordan Rodgers in 2022. "A home to me is more than the place I go back to at the end of the day," Fletcher shares. "It's the sofa I curl up on with my husband and pups, the table I set when hosting family and friends for dinner, or the bed I can't wait to crawl back into after a long trip."

If you're wondering about comfort, the line features Abbyson Home's flagship Luxury Cloud Seating, which says it all. From supple leather to cozy fabrics, the JoJo Fletcher x Abbyson Home collection offers endless possibilities on look and design, all while maintaining exceptional craftsmanship and comfort. The line's sofas, chairs, and sectionals showcase the partners' ultimate goal of creating a warm, inviting home that customers love to spend time enjoying. New additions to the line, including rugs and pillows, open up even more possibilities for customers to achieve the look they desire in home furnishings.

The synergy between the two powerhouse collaborators offers consumers seeking a balance between décor and functionality a plethora of options. Designers for the JoJo Fletcher line first center their attention on real-life activities that furniture typically endures. Furniture can take a beating with daily use. Using the finest woods and metals to create a solid foundation, Abbyson artisans carefully and meticulously handcraft each sofa, loveseat, and chair from start to finish, including lovingly hand-sanding the rich wood, which is unachievable by any machine or assembly line. This results in a solid, durable foundation for the opulent cushioning and covering.

With Fletcher's sense of elegance in mind, Abbyson craftsmen then create a stunning finished look using materials to set the expression and feel of each piece. The line features only the best textiles and leather to achieve maximum luxury. Add in Responsibly Sourced Down to achieve Abbyson Home's flagship Luxury Cloud Seating, and you have the quintessential piece of furniture.



But Abbyson Home and Fletcher know high-end, high-quality furniture choices shouldn't leave consumers pinching pennies. Because Abbyson Home controls its manufacturing and supply chain, it can provide luxurious pieces in the collection at a great price point for its customers, who they consider family. By utilizing Abbyson Home's unique Membership, customers can receive 25% off sitewide, 15% off sale items, and free standard shipping for an annual fee of \$175. With benefits like these and more to come, Abbyson Home stays true to its goal to provide high-end quality and value.

Fletcher wants people to be able to live with their fashionable furniture. Go ahead and flop down on your Luxury Cloud Seating sofa in front of the television or curl up with a cup of coffee in your oversized swivel chair ensconced in stain-proof, water resistant fabric. JoJo Fletcher's pieces can take the rigors of everyday life while maintaining a good-as-new appearance. "My new collection with Abbyson Home gives me an opportunity to showcase my style and create a warm, inviting home that's uniquely me," Fletcher said. "I hope you love these exclusive pieces as much as I do!"