

EMILY MORROW FINKELL | HARDWOOD TRENDS 2019



EMILY MORROW HOME



EMILY MORROW HOME

EMILY MORROW FINKELL

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DESIGN IS A JOURNEY

WORKING DIRECTLY WITH DESIGNERS GETS TO THE HEART OF WHAT WILL BE SELLING WITHIN THE NEXT 12 MONTHS



EMILY MORROW HOME



Emily Morrow Home
1st 2018 Designer Summit
Nashville TN



Emily Morrow Home | Domotex USA
2nd 2019 Designer Summit
Atlanta GA



- DESIGN MATTERS
- QUALITY MATTERS
- COLORS MATTER

Staying ahead of the design curve is essential



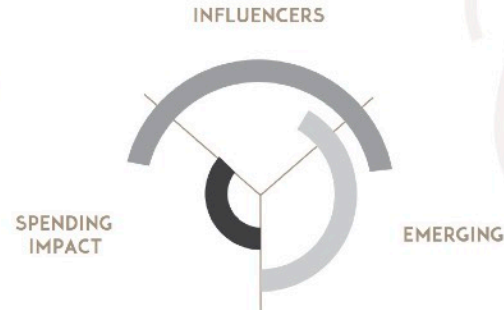
The "IN CROWD"... An Affluent Audience

Target Market

Emily Morrow Home was designed to target the mass luxury audience, also known as Masstige. It's the idea of attainable luxury that feels indulgent but is within reach. Consumer demographics include:



The brand believes in cultivating the millennial audience while focusing on sales to boomers since they currently have the greatest spending impact.



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MEGA TRENDS IN COLOR:



GRAY still **STRONG** since emerging in '07
GRAY gives way to some **WARM** neutrals...
DARK DARK...
LIGHT LIGHT...
NEUTRALS...
CERUSING...
Light & White Effects...



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GRAY + BEIGE = GREIGE



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DESIGNER PANEL

MEGA TRENDS IN DESIGN OVERALL:

PATTERN INTEREST...

“PATTERN” is a GROWING TREND...

The result is also driving the desire for cleaner hardwood flooring and the demand for more creative installation techniques like herringbone



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MEGA TRENDS IN DESIGN OVERALL



“PATTERN” is a GROWING TREND...
Shown here in both wallpaper & rugs...



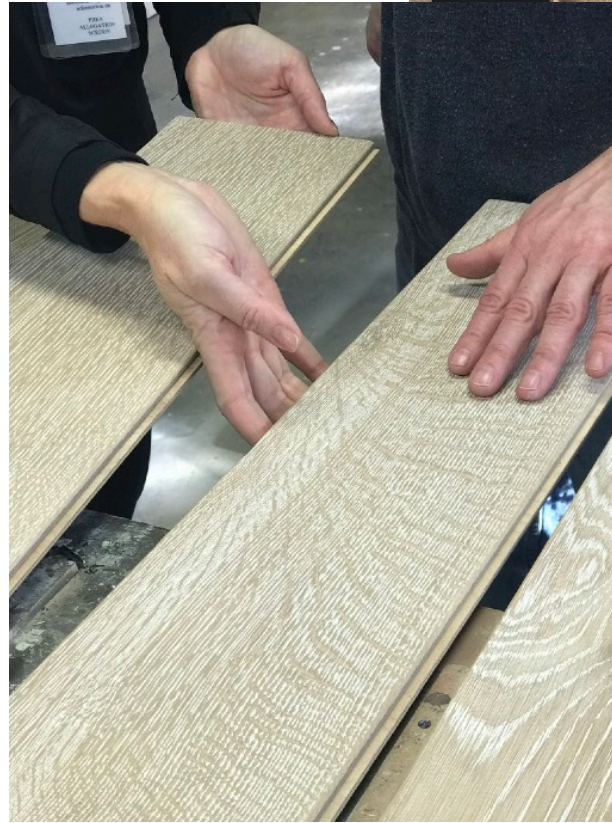
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MEGA TRENDS: QUALITY MATERIALS...

LESS CHARACTER NO SCRAPING...

There's been an ongoing gradual shift away from this towards more refined smoother, cleaner grades

REQUESTS for Movement & Interest



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MEGA TRENDS | QUALITY & Curation

The market has been moving UPWARDS to higher end materials...

Rift & Quarter...

Chevron and Herringbone...

The complementary pieces that coordinate...Curation



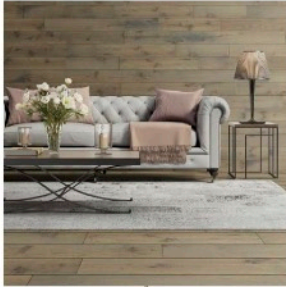
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Curated Design Expertise

Curated Design

Emily Morrow Home has curated her exclusive product collections around four Design Lifestyles, inspired by evolving home design trends that Emily has identified to personalize the shopping experience for the luxury consumer.

REFINED TRADITIONS



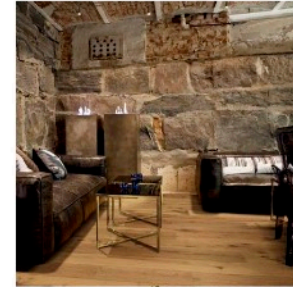
COASTAL LUXE



RUGGED INDUSTRIAL



RAW BEAUTY



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Coordination Counts: ex. Tusker Wide & Tusker Herringbone



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The Constantly Changing Digital World

Google



facebook



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MEGA TRENDS | DIGITAL

- **The digital world has impacted how we see and manage design trends...As consumers and as designers.**
- **How does this look on Pinterest or Instagram?**



Total Eclipse



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DESIGNER PANEL

Giving Back - Brands with HEART

Giving Back

KIKER MORROW FINKELL FOUNDATION FOR CANCER CARE

The founder of Emily Morrow Home, Emily Morrow Finkell, has a beautiful story rooted in faith, family, resilience, and survivorship. Last October marked Emily's 15th-year anniversary as being cancer-free. She credits her mental and physical victory over cancer to the amazing support of her family, dear friends, and community.

When Emily was diagnosed with breast cancer, she was a 35-year-old single mother of two. During this season, Emily balanced a demanding corporate career while caring for her young children and herself during the harrowing treatments. While it was the most challenging time in her life, Emily's faith in Christ and appreciation for her family grew immensely. Emily emerged healthy and stronger than ever.



To commemorate her cancer-free anniversary, Emily founded the Kiker Morrow Finkell Foundation for Cancer Care. The nonprofit was established to support others battling cancer in their time of need, whether it's receiving a makeover in the midst of chemotherapy to inspire confidence, or helping a mother provide Christmas gifts for her family as Emily's own mother did for her.

For Emily, the Foundation is about giving back in sincere and deep gratitude for the gifts she was granted. A portion of the profits from Emily Morrow Home products are donated to the Foundation, so with each purchase our customers are helping to give back as well. The Foundation embodies the heart and purpose behind Emily Morrow Home.

To learn more about the Foundation, make a gift, or nominate someone you know, please [contact us](#).

"This time of year, when the leaves are falling along with the temperatures and we see the beginnings of Christmas here and there, I am acutely reminded of the gift I've been given. As with all gifts, there comes some level of responsibility and when the gift is "life", the responsibility is the greatest. Fifteen years ago, many of my friends know of my breast cancer diagnosis and journey to wellness." — Emily Morrow Finkell

After a harrowing battle with breast cancer as a 35-year-old single mother, to commemorate her cancer-free anniversary, Emily founded the Kiker Morrow Finkell Foundation for Cancer Care. The nonprofit was established to support others battling cancer in their time of need. For Emily, the Foundation is about giving back in sincere and deep gratitude for the gifts she was granted during her fight. A portion of the profits from Emily Morrow Home products are donated to the Foundation, so with each purchase our customers are helping to give back as well. The Foundation embodies the heart and purpose behind Emily Morrow Home.



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**ANY QUESTIONS?
DON'T BE SHY**

Thank you for your time!

A stylized, handwritten signature in white ink that reads "Emily Morrow". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.