

GO-TO-MARKET BRIEF: Retreat Seating Executive, Conference, Side

Allsteel®

PRODUCT STORY

A new generation of professionals is emerging in the workforce. People are finding themselves spending more time in various spaces throughout the workplace, such as private offices or conference rooms, and seek understated design in seating.

In part with the existing Retreat lounge collection, the Retreat Executive | Conference | Side chair, available in mid and low back options and three different bases, brings warmth to traditional executive and conference seating known for its often bulky and technical design. Retreat's timeless, soft design speaks to multiple generations of professionals and offers a cohesive aesthetic and high level of comfort.

KEY MESSAGE

Designed in collaboration with Bendtsen Design Associates, Retreat Executive | Conference | Side collection provides a family of high-end seating for the next generation of leaders.

- Quiet
 - Humanized aesthetic
 - Does not overwhelm the space or user
 - Organic/soft shape
- Comfortable
 - Same comfort technology as Retreat lounge
 - Contoured back/shoulder support
- Usable
 - Work geometry
 - Active posture
 - Convertibility between different bases



PRODUCT BACKGROUND

The Retreat collection was originally introduced to address the changing needs of collaborative spaces in the open environment. The continued partnership with Danish-Canadian designer studio Bendtsen Design Associates identified opportunities to better address the needs of the current generation of leaders in high-end seating.

MARKET TRENDS

- Domesticated corporate aesthetic
- Residential sensibilities
- Desire for understated design and wood elements

CUSTOMER CONVERSATIONS

- I am a designer looking for a calm, understated design.
- I'm looking for an alternative to stuffy, bulky, excessive executive seating.
- Most traditional executive conference chairs are too big for me.
- I want a singular collection that can accommodate solo spaces, team spaces, and community settings.
- I want to use a chair at work that is comfortable and attractive enough to have at home, especially a side chair with wood base.

PRODUCT DIFFERENTIATORS

- Calm understated design when compared against conventional options
- Enhanced comfort and support when compared against other options in the same category
- Complementary to existing lounge collection, consistent look across settings
- Return-to-center option
- Polished aluminum for formal settings and black for contemporary settings



STATEMENT OF LINE



Casters

43"-46½" H x 27"W x 27"D



Glides

43"H x 27"W x 27"D



Wood

43"H x 27"W x 27"D



Casters

31¼"-34"H x 27"W x 27"D



Glides

31¼"H x 27"W x 27"D



Wood

31¼"H x 27"W x 27"D

Metal Base Finishes



Polished
Aluminum



Black

Wood Base Finishes (Available on Maple)



Burnished
Cherry



Cinnamon
Cherry



Clear Coat



Clear/Natural
Maple



Harvest
Maple



Light Cherry



Light Walnut



Lowell Ash



Pinnacle
Walnut



Portico Teak



Shaker
Cherry



Skyline
Walnut



Sumatra
Walnut

A wide selection of seating upholsteries and wood finishes are available online at allsteeloffice.com.

KEY APPLICATIONS

- Private Office
- Conference
- Lounge

CONTACT

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