

With sales up as much as 40%, Legacy Classic|Modern introduces dedicated home office program

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ROBERT (BOBBY)//Senior Editor of Case Goods and Global Sourcing//October 18, 2022

HIGH POINT – Seeking to help retailers meet growing demand from the work-at-home consumer for functional furniture, mid-priced case goods resource **Legacy Classic|Modern** is introducing its first comprehensive home office program at the fall High Point Market.

"Our retail partners came to us looking for solutions in the growing home office category," said Neill Robinson, president and CEO.

"They told us there is not enough selection or functional solutions in office furniture currently. A significant number of consumers are working at least part of the time from home today, as many companies offer flexible work schedules in the post-pandemic environment."



Legacy Classic Modern's Union Square

The Union Square collection is a modular format with five pieces, four finish options and multiple configuration possibilities and functions including computer and electronics capabilities, a standing-option desk and storage. In a modern minimalist style, Union Square includes a lift-top unit for a standing desk option, corner desk, home office credenza with two file drawers and open storage, an office end table storage unit and a bookshelf that can be bunched.

The pieces range in retail price points from \$399 for the lift-top desk and end table to \$899 for the bunching bookshelf with six shelves, and finish options are Slate Gray, Ivory, Inkwell and Sable Gray.

"The retailer could show one configuration with all the finishes, and through point-of-purchase materials, be able to have one of the most productive areas in their store in terms of sales per square foot and turns," Robinson said.

In the past, Legacy Classic|Modern has typically offered writing desks in many of its whole home collections, but it has never done a complete home-office dedicated program.

“Even so, our home office sales were up 30 to 40% last year, and we believe this is a growing category for the foreseeable future,” Robinson said.

Legacy Classic|Modern is a supplier of bedroom, dining, accent and youth furniture to retailers across the U.S. and Canada and a growing number of international locations. Legacy is part of the Samson Marketing portfolio of brands, which includes Universal, Craftmaster, Baker and Lacquer Craft Mfg., and licensing programs Rachael Ray Home and Paula Deen Home.