

Merchandising Tips to Elevate Your Showroom



Style your store to boost sales and leave a lasting impression with customers

An effective showroom does more than display furniture—it creates an experience. Every collection, vignette, and fabric wall tells a story about quality, craftsmanship, and comfort. The way you present your space helps customers imagine how O.W. Lee pieces can transform their own outdoor areas into relaxing retreats. To gather the most helpful, real-world guidance, we spoke with Karen Phillips, one of our O.W. Lee sales reps, who shared several practical showroom insights from her experience in the field.

Here are some ways to make your showroom work harder for you this season:

1. Build Lifestyle Scenes

Instead of rows of sets, create spaces that invite customers to linger. Stage cozy fire pit lounges, elegant dining terraces, or serene poolside retreats using complete O.W. Lee collections. Add rugs, greenery, lighting, place settings, and accessories where appropriate to bring each space to life.

Karen adds that it's important to make sure every display looks "fully finished." Unwrap each piece completely—no packing or protective wrap left on. Attach cushions the way they're meant to be attached, and be sure fire pits include fire media so the display feels complete and realistic.

2. Show Full Coordination

Customers make faster decisions when they can see an entire setting pulled together.

Karen shared that you should be sure to include all the elements that complete the space: side tables, ottomans, and a fire pit that matches the



BEFORE



AFTER

Even small things make a difference. How many changes do you see? What other changes would you make?

collection. This helps shoppers visualize how the pieces work together in a real outdoor room and encourages multi-piece sales.

3. Highlight Customization

Dedicate space to showcasing fabrics and finishes so customers can explore our full range of options. Display swatches, finish rings, and keep a screen (you might've seen us displaying [this one](#) at Market) or tablet open to the [online configurator](#) so shoppers can preview fabrics, finishes, tiles, and fire media on a number of our pieces.

Create light, readable signage with a message such as "Customize Your Look" or [download this one here](#).

4. Keep It Fresh

Rotate your floor seasonally or when new pieces arrive. Move new or trending collections →

Merchandising Tips to Elevate Your Showroom (cont'd)



toward the front of the showroom and refresh accessories often. Even small changes—like seasonal color stories—keep the store feeling energized and relevant.

Just be mindful not to over-accessorize. Karen mentioned that it's important to keep surfaces clear enough for customers and sales staff to sit, move pieces, and demonstrate features without obstruction.

5. Tell the Craftsmanship Story

Every O.W. Lee piece is built for decades of outdoor living. Help customers understand the value behind the brand by showing the process:

- Display several of our Branding Tiles featuring factory photos
- Show short craftsmanship videos
- Display signage highlighting features and premium materials

This reinforces quality and supports confident purchasing decisions.

6. Light the Experience

Use warm, inviting lighting that enhances the fabrics and finishes. Spotlight feature collections or fire pits. Avoid harsh lighting that flattens color and reduces visual appeal.

7. Use Signage & Marketing Materials

Signage should be clean, helpful, and on brand. Incorporate messaging like "Made in the USA". We have several options available (see here and here) or reach out to our Marketing Director for help designing something just for you.

8. Engage the Senses

Encourage customers to sit, recline, and feel the difference in O.W. Lee comfort. Keep the

environment relaxed with light music, natural scents, and an inviting temperature. The goal is for shoppers to feel at home in your space.

Bonus Tip from Karen:

Create a dedicated O.W. Lee Gallery. Display several collections in the same area, and use available marketing materials (wall display with logo and photos, retractable banners, signage, and swatches). This creates a consistent visual statement and reinforces brand identity and value.

MAKE YOUR SHOWROOM AN EXPERIENCE

Merchandising is about more than placement—it's about connection. When customers can see, touch, and experience the craftsmanship and beauty of O.W. Lee furniture, it builds trust and excitement. By curating your space intentionally—and by applying these thoughtful, practical tips—you transform your showroom into a destination that reflects the comfort, quality, and design O.W. Lee is known for.

Resources

- O.W. Lee Media Library
(access via Dealer Portal or [here](#))
- O.W. Lee Marketing Materials
(access via Dealer Portal or [here](#))
- Follow us on Social Media
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