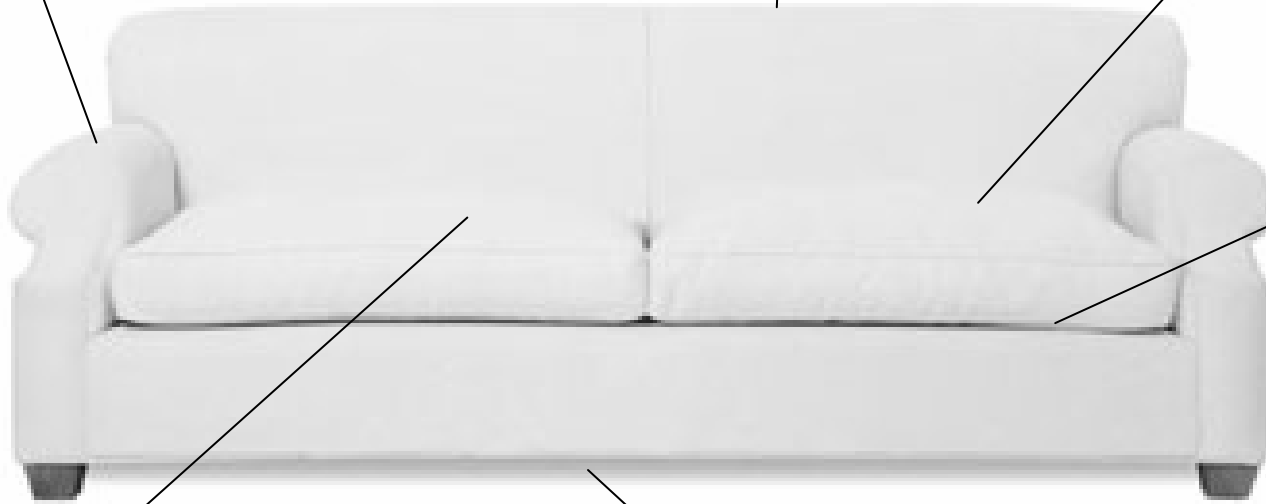


You rest your head on this end when you're home ill.

This is your cat's favourite spot.

This is where you spilled your drink during the housewarming party.



Contents:

- £1.22
- 3 pens
- Red lighter
- Crumpled napkin from takeaway down the street

You were sitting here when you kissed your future husband for the first time.

That funny article you printed out and immediately lost? It's under here.

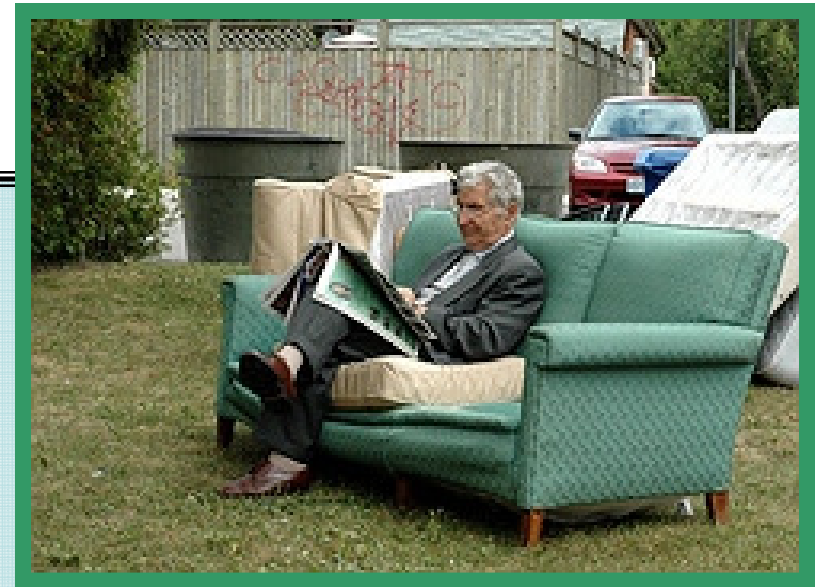
# Every sofa tells a story

*Prepared for DFS / July 2007*

# WHAT DO WE KNOW?

## Sofas are an emotionally significant purchase:

- ‘I want a comfortable couch that doesn't make me feel as if my life is a failure’.<sup>1</sup>
- ‘Consumers will increasingly purchase [furniture] because they “quite fancy it” or “like the look of it”’.<sup>2</sup>



## Sofas often represent their owners to the outside world:

‘The couch has to say the right thing to someone walking into my flat for the first time. It also needs to be very ME to the people who know me well’.<sup>3</sup>

# WHAT SHOULD WE DO?

Make sofa customisation a mark of personal authenticity.



**In other words, DFS should convince its customers that:**

This is your sofa / Every sofa tells a story  
Your life isn't generic. Your sofa shouldn't be either.  
Our sofas are You Approved