



CASE STUDY BY POPPIN

# Chloe + Isabel

## CHLOE + ISABEL:

Chloe + Isabel is an innovative e-commerce jewelry brand designed to empower and connect women through a social shopping experience. Sold exclusively through their Merchandiser community and online, Chloe + Isabel provides customers with a one-stop-shop for gorgeous hand-crafted jewelry.

## AT A GLANCE:

Employees: 51 - 200

Location: New York, NY

Industry: Apparel + Fashion

Products: Series A Desks, All White File Cabinets, Branded Gold Medium Soft Cover Notebooks

## DESIGN CHALLENGE

When Chloe + Isabel found a beautiful new space for their growing team, they needed to fill it with furniture that reflected their elevated design aesthetic while staying within their budget.

## THE GOAL

- A fashion-forward office that reflected their brand's personal values and commitment to design
- Create a flexible, affordable space that could accommodate their rapidly increasing headcount
- Extend their brand internally and externally with corporate gifts for employees and visitors

## THE SOLUTION

- Special order desk tops with cabling solutions create an inviting, organized, and elevated space
- Series A Desks are easy to move and reconfigure, allowing the team to continue to grow into their new space
- Branded Gold Soft Cover Notebooks evoke their product design and spread their brand word



**poppin.**

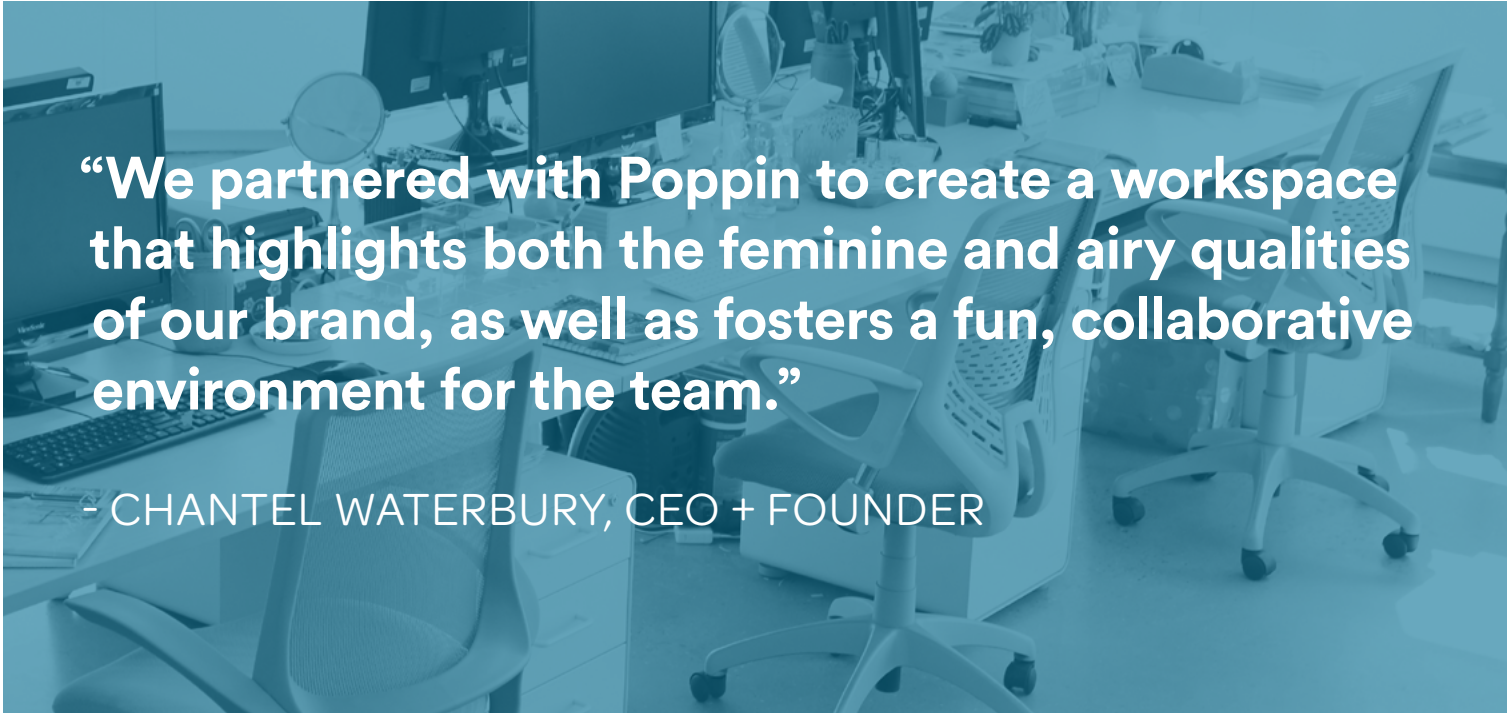
*work happy.*

NY SHOWROOM  
1115 Broadway, 3rd Fl  
New York, NY 10010

SF SHOWROOM  
560 Third Street  
San Francisco, CA 94107

(888) 676 - 7746  
sales@poppin.com  
@poppin #workhappy

©Poppin 2017



“We partnered with Poppin to create a workspace that highlights both the feminine and airy qualities of our brand, as well as fosters a fun, collaborative environment for the team.”

- CHANTEL WATERBURY, CEO + FOUNDER



#### **SPECIAL ORDER TOPS**

We worked with Chloe + Isabel to create special order Series A Desks for their space.

*Note: Special order desks increase lead time to 4 weeks.*

#### **WHITE OUT**

All White Stow File Cabinets keep the office looking bright, light, and on-trend, letting their colorful products speak for themselves.

#### **GOOD NEIGHBORS**

By arranging their desks into “neighborhoods” throughout the office, they filled the large space while making it easy for new hires to get adjusted.



*Special order desk tops bring a subtle warmth to the space.*



*Our White Stow File Cabinets bring a minimalist approach to organization.*

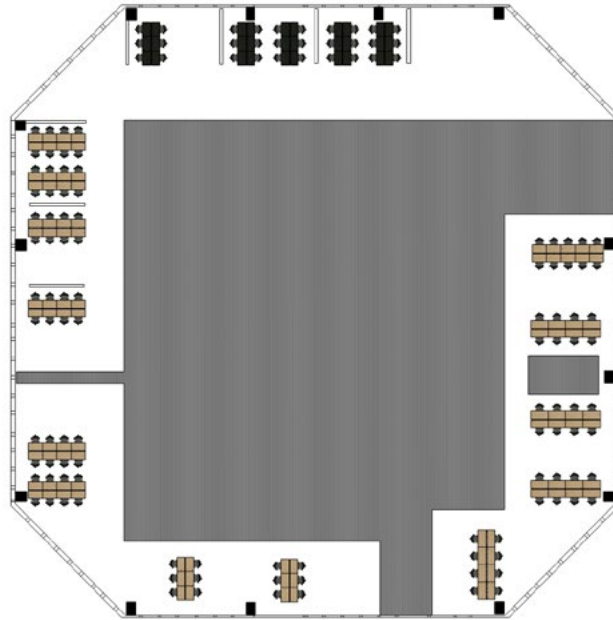


## FLOORPLAN

We work directly with brands and/or their designers to create an assortment based on the project's unique needs.

## POPPIN TIP

Don't see what you're looking for? Tell us what you need and we'll work with you to find a custom solution.



## SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



Stow File Cabinet



Series A Double Desk



Branded Notebook