



CASE STUDY BY POPPIN

Draper James

DRAPER JAMES:

Reese Witherspoon's lifestyle brand brings contemporary, yet timeless Southern style to wardrobes and homes all over the country.

AT A GLANCE:

Employees: 11 - 50
Location: NoMA
Industry: Retail
Products: Series A Desks, Stow File Cabinets, Max Task Chairs, Desktop Accessories

DESIGN CHALLENGE

Draper James turned to Poppin to outfit their first office in New York City. They needed furniture with a colorful, modern design aesthetic that could make their shades-of-blue brand identity come to life.

THE GOAL

- Create an on-brand workspace that reflects the Draper James story and values
- Fit a growing team into a space with a small footprint
- Carve out dedicated space for the team to find and share inspiration

THE SOLUTION

- An office outfitted entirely with Poppin in shades of on-brand blue
- Series A Desk System configuration curated to fit the floorplan
- Dedicated room for private and shared creative spaces



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Southern meets startup.



ROOM FOR INSPIRATION

Installing a row of Series A Single Desks beneath shelving gives each Draper James team member dedicated space for focus, personal storage, and displaying the things that inspire their work.

WARM WELCOME

A Block Party Lounge Sofa with one of Draper James' signature throws creates a welcoming atmosphere, highlighting the brand's Southern charm and hospitality.

TRUE BLUES

By combining light blue, gray, and navy, the cool colors of the Draper James brand are holistically reflected throughout the shared and private spaces.

SHOP THE SOLUTION

See how the Poppin Furniture Collection can work for you.



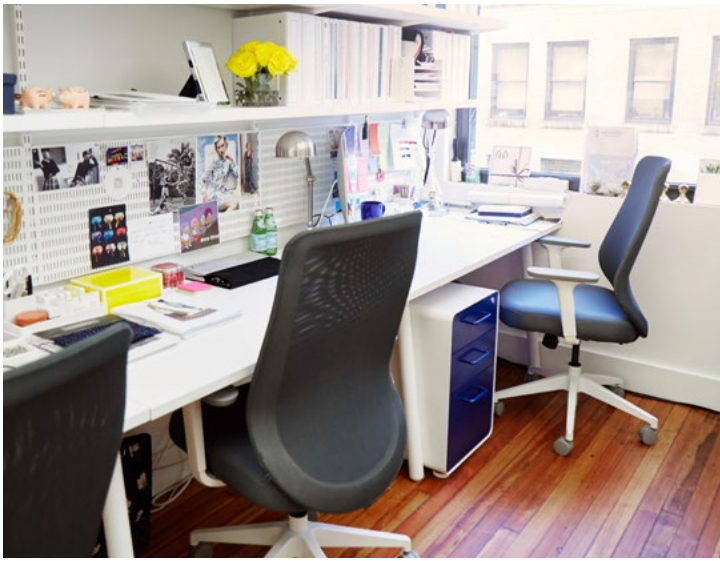
Series A Double Desk



Max Task Chair



Block Party Lounge



A row of Series A Single Desks under shelving is a creative small-space solution to create more workspace.



Paired with a Draper James pillow and throw, our Block Party Sofa creates cozy, on-brand seating outside the conference room.

FLOORPLAN

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

POPPIN TIP

Mix and match colors within your brand story to create your unique workspace. A combination of complementary, sophisticated shades sets the tone of your work style for both visitors and employees.

