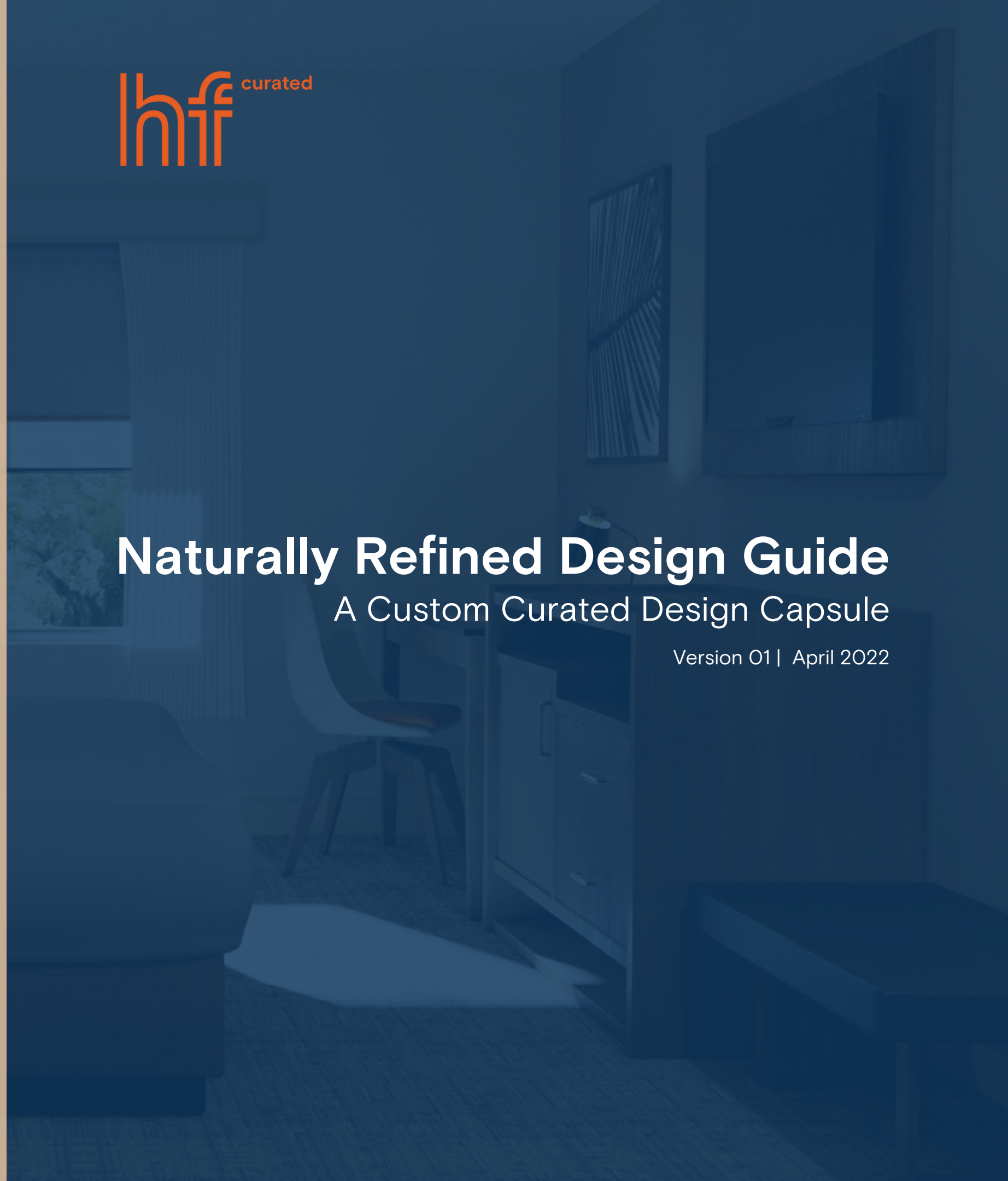




# Naturally Refined Design Guide

A Custom Curated Design Capsule

Version 01 | April 2022







# HotelFurniture.com

An all-in-one, brand approved platform that streamlines room renovations and new builds, so hotel owners can focus on their guests.

Created by a team of hospitality experts with over 30 years of shared experience, Hotel Furniture streamlines guest room renovations and new build projects. Our digital platform provides an end-to-end experience, from design to procurement to delivery of furniture, fixtures, and equipment.

# Why HF Curated Collection?


- Quick and Simple. The custom design experience made quick and easy. Streamlined to provide hoteliers with a range of products and finishes to choose from that work well together.
- Sophisticated and Stylish. Designed to provide a timeless yet unique experience for your guest. The HF Curated Collection will enhance the overall look and feel of your property.
- Ranging Aesthetics. Whether you are more conservative or located in an urban market and want to bring the dramatics, the HF Curated Collection can be mixed-n-matched to achieve your desired look.





Naturally Refined: Transitional



The image shows a modern hotel room with a transitional design aesthetic. On the left, a semi-transparent overlay contains text. The background shows a bedroom with a bed, a chair, and a desk area. The room features a mix of textures, including wood, fabric, and metal, and incorporates natural elements like a framed leaf print. The lighting is warm and ambient, with a pendant light and bedside lamps. The overall color palette is neutral with pops of color from the artwork and furniture.

A design aesthetic for every location, Naturally Refined was designed to be unique, non-conforming, and fresh.

Gaining its inspiration from the textures found within nature, Naturally Refined provides hotel owners and guests with a sophisticated approach to texture, nature, organic shapes, and pops of color.

Naturally Refined: Transitional





Naturally Refined: Neutral





## Mix-N-Match

With design aesthetics ranging from neutral, transitional, to bold, Naturally Refined will allow you the flexibility to meet the needs of your guest.

### How does it work?

- 1 Select your finish palette. Your finish palette includes 3 curated options including wall vinyls, paints, and carpeting.
- 2 Select your seating & upholstery. The seating package comes with product options and upholstery options. Plus choose from an array of accent pillow fabrics.
- 3 Let's talk lighting and artwork. Like with the seating & upholstery, you have a few options in the lighting category.

Select your wall finishes

# Mix-N-Match





Select your seating & upholstery

# Mix-N-Match



# Mix-N-Match

Select your lighting & artwork







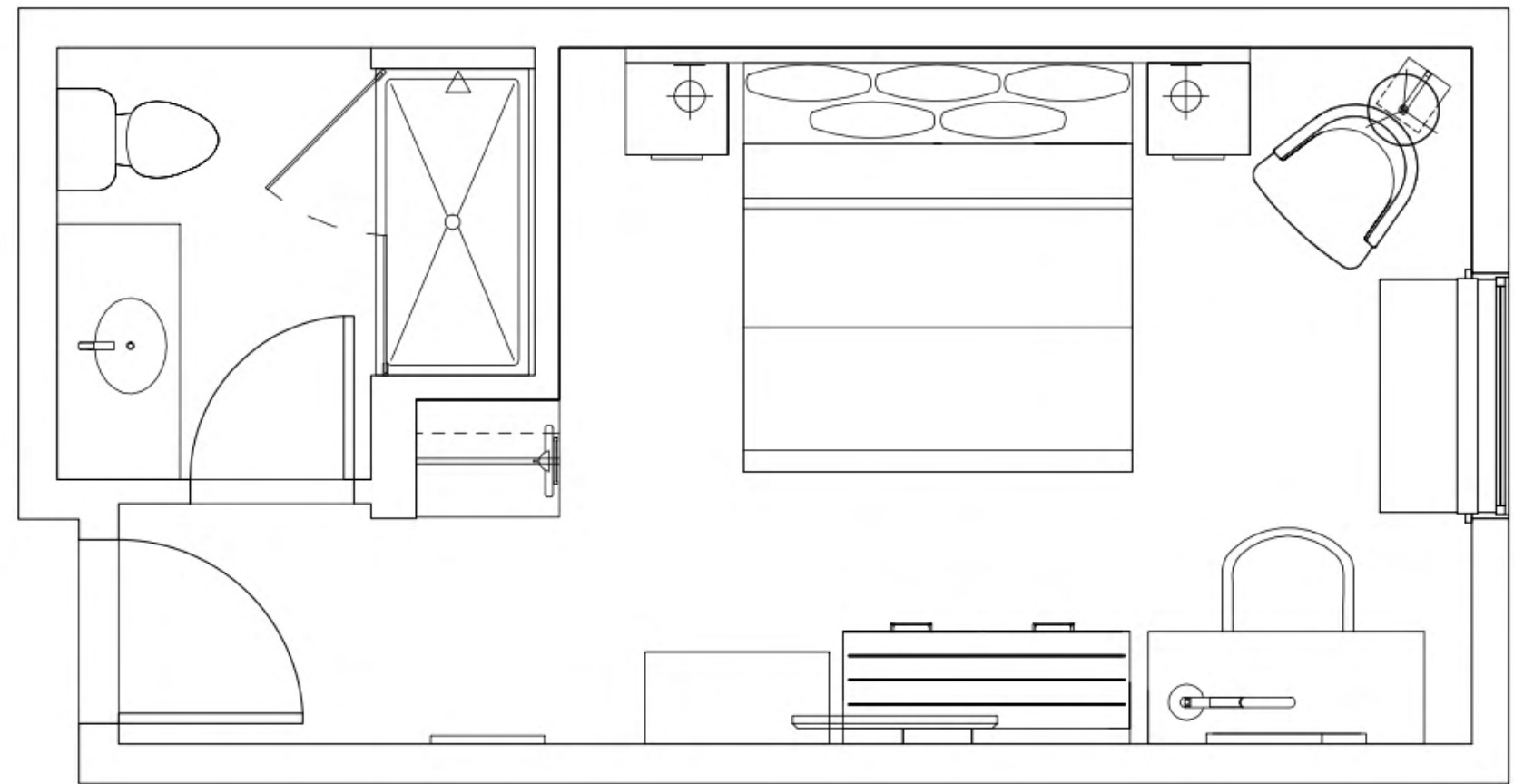
Naturally Refined: Bold



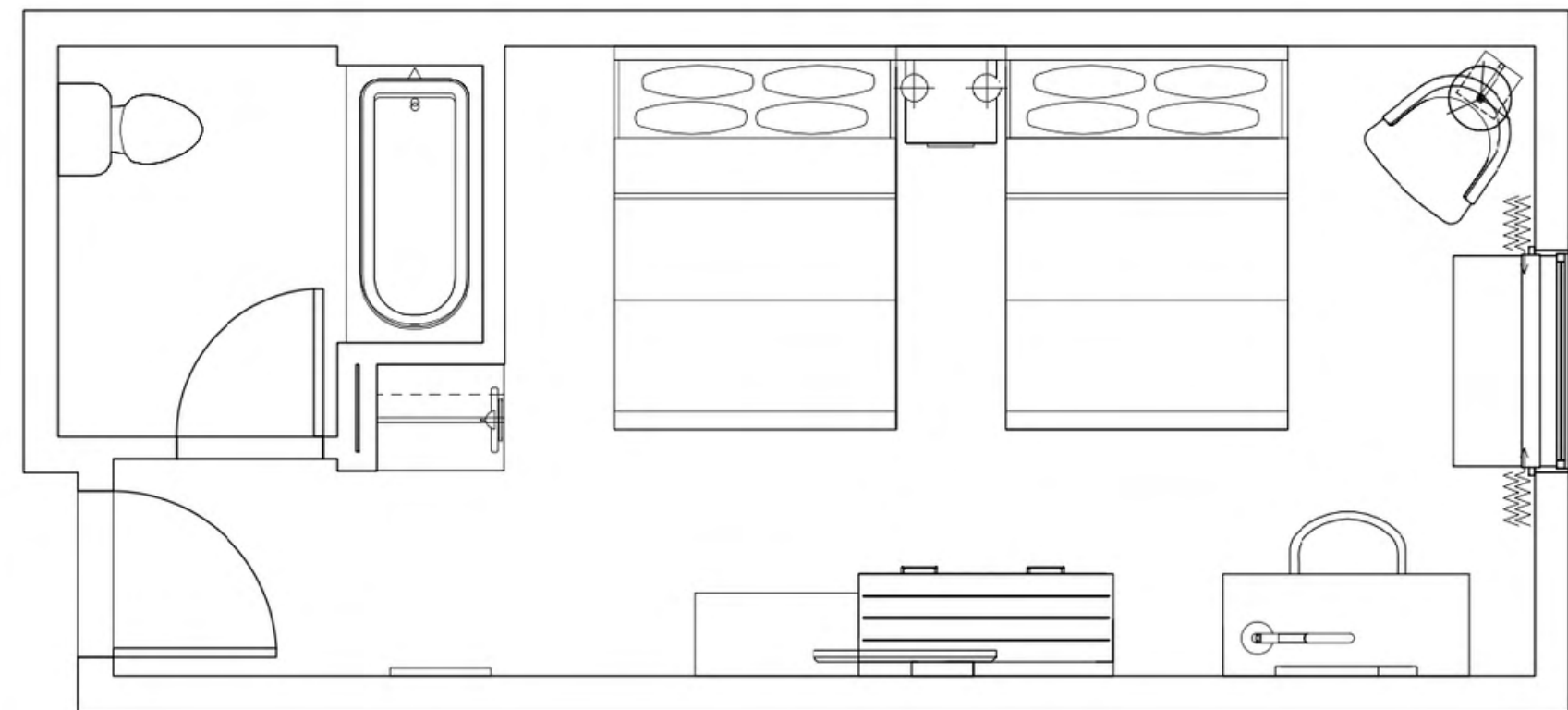


Naturally Refined: Bold





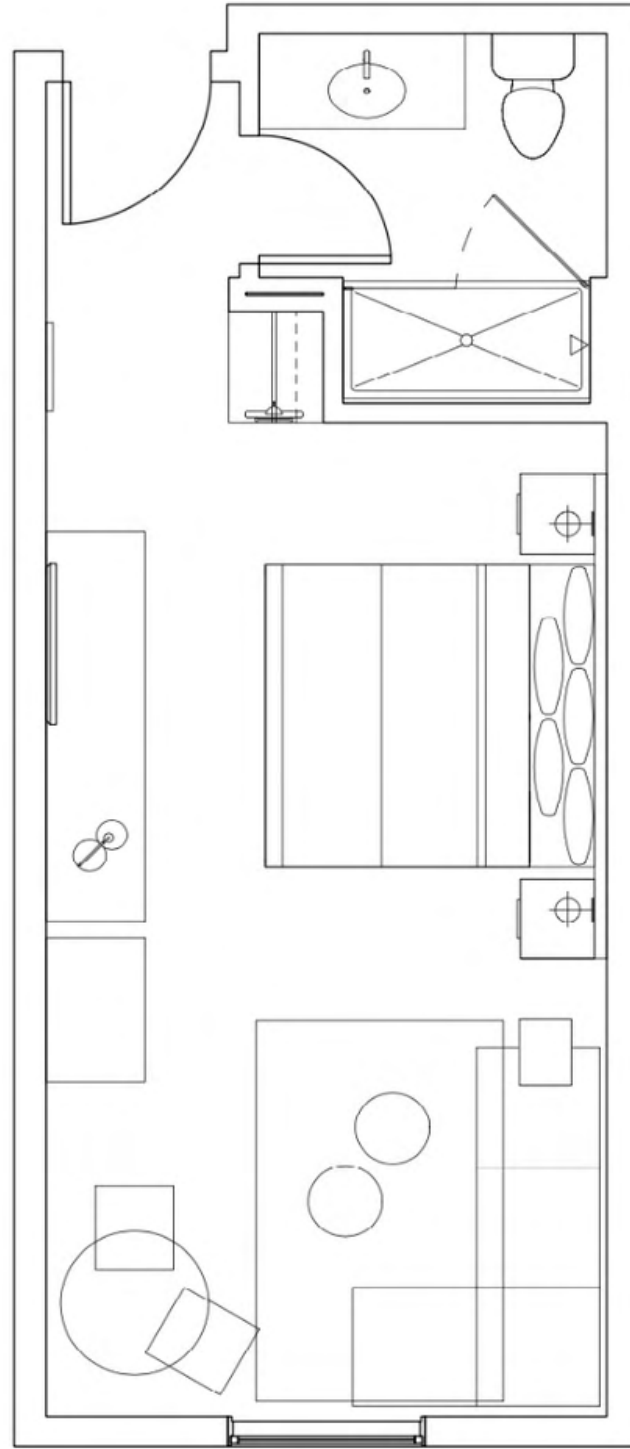
King Room



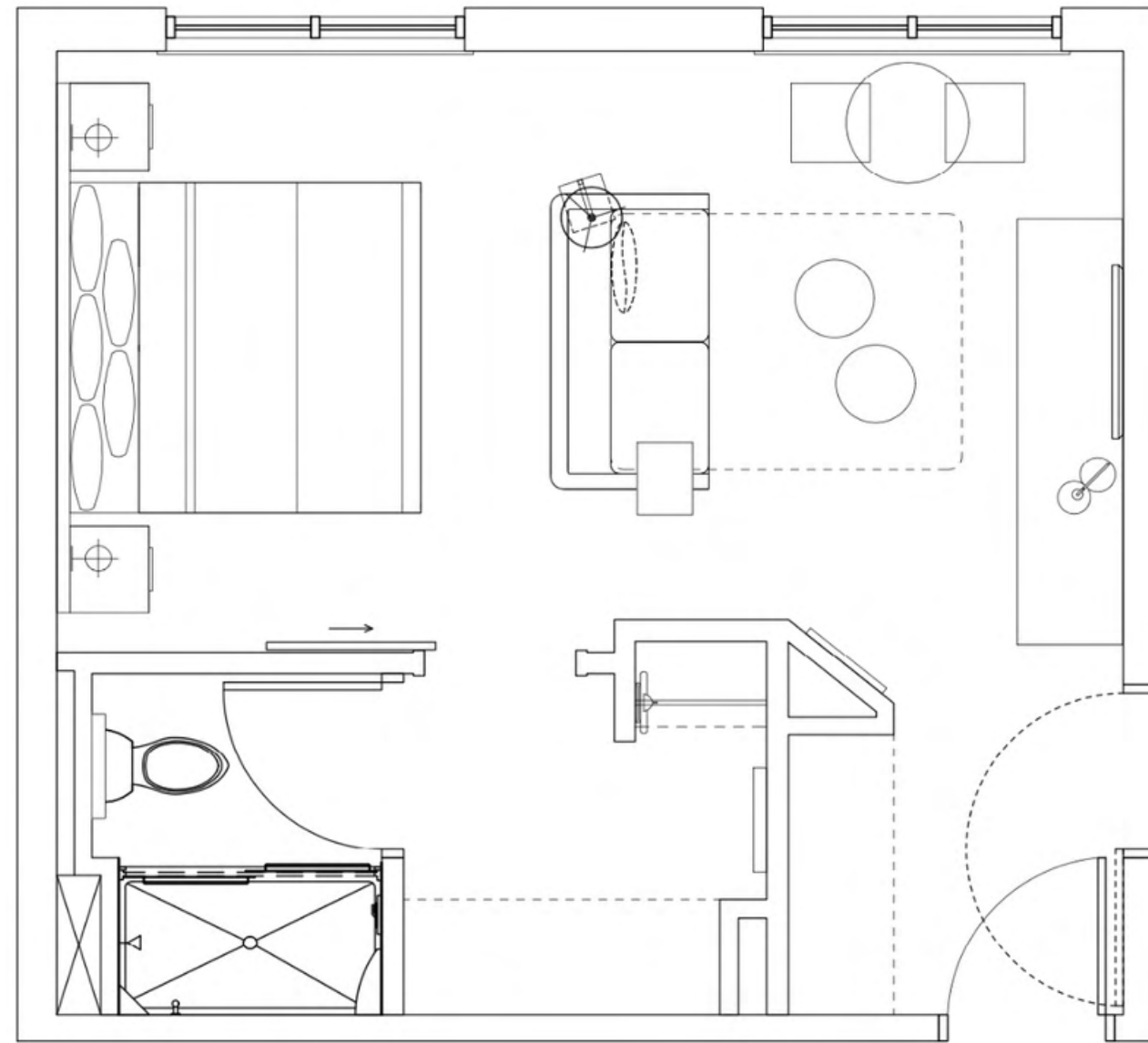
Double Queen Room



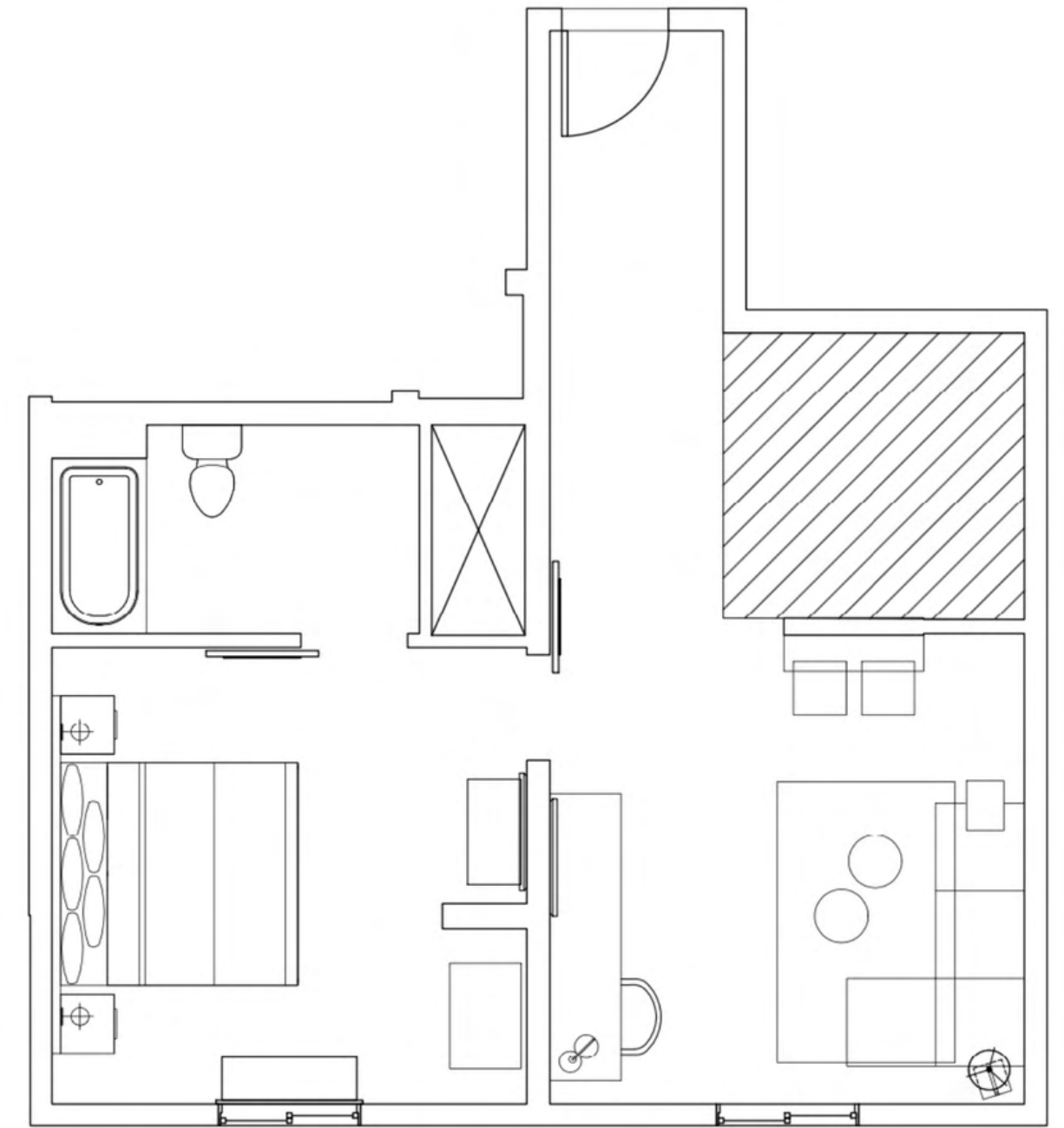
# Layouts for **every** room type



King Suite



King Studio



One Room Suite





# Simple DIY with Expert Support

We love hotels – and we're here to help. Our experienced team is just a call or email away.



**Contact Us?**

[hello@hotelfurniture.com](mailto:hello@hotelfurniture.com)

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