

Redesigned Lowell Collection Taps Changing Workspace Needs

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Seven years after Office Depot launched its Christopher Lowell office furniture collection, the office superstore and celebrity designer have debuted three new collections designed to meet the workspace needs of today's home office and small office customer.

The New Office Depot Christopher Lowell Furniture Collection

•Integr8:

The collection is designed to integrate into a small business or office setting. The different configurations build out in any direction needed and can reconfigure when necessary. Customers can choose from rolling two-drawer files (\$89.99), storage cubes (\$99.99), bookcase cubes (\$69.99) or shelving kits (\$14.99) to make additional workspace. A 42-inch hutch top allows for easy cord management and offers privacy and organization. (\$99.99) The built-in USB hub provides simple access and minimal clutter.

With the three new collections— Integr8, Lattix and Geometrix— now in stores and available at office-depot.com, Office Depot is touting the new lines as being designed to fit comfortably in either a home or office setting. “Not only do the new configurations have styles that we feel will be attractive to the female consumers, they are also designed for the user who needs to do two hours worth of work or eight hours,” said Darren Peacock, DMM/furniture with Office Depot.

In developing the three new collections for Office Depot, Lowell said all new products now in the line are designed for large numbers of workers that today are using their laptop as their primary computer in both a home office and small office environment.

“One of the big changes we have seen is the ability for people to work away from the traditional 9-to-5 office,” Lowell told HOMEWORLD BUSINESS®. “With mobile devices, people can get work done nearly everywhere, whether they are getting their car washed or picking up the kids at school. While they wait, they are able to check e-mail and get something done.”



•**Lattix:**

The collection is designed to target the business professional, featuring a classic look positioned for either the home or business. The desk (\$199.99) and oversized pullout drawer provides simple access to a laptop or keyboard, and the built-in USB hub means no more tangling cords. Much of the closed storage—hutches (\$59.99 - \$99.99), bookcase (\$69.99) and 3-drawer storage pedestal (\$129.99)—is ventilated so technology won't overheat.

•**Geometrix:**

A smart hybrid between the Integr8 collection influenced by the transitional and plush themes in the Lattix collection. Geometrix has different set-up possibilities and allows businesses to customize their workspace. Work surfaces and bookcases can be added instantly on many sides of the pieces— including a utility board (\$69.99), table desk (\$149.99) with separate drawer kit available, or hutch (\$99.99)— to customize workspaces for each employee. A two-drawer mobile pedestal can fit under a desk or roll anywhere in the office and built-in charging stations for mobile devices and USB hub offer a central location for all technology.

From the look of each collection, Lowell said it was important to offer consumers products that will mesh comfortably in the home and that also offer new features that meet the technological needs of mobile computing. "All pieces in each line are finished on all sides, which allows the furniture to be placed just about anywhere in the home or an office setting," he explained. "We also built into each piece cord management and USB ports that allow people to easily connect various devices to their laptop computer."

The designer noted that one of the key components to the overall Lowell collection is its Organizer Bin Program. Designed to be customizable to meet the specific needs of consumers, the organizer bins will fit within the three new Lowell furniture collections or stand-alone and serve as accent pieces. The bins are offered in four colors— coal, fern, flax and thatch— and are offered in two sizes.

"Our storage pieces are designed not only to be functional but are also designed to work as an accent in the room," he said. "The bins allow for a tremendous amount of flexibility for consumers look to store various items."

Lowell noted the big challenge faced when designing the line with Office Depot and furniture supplier Bush Industries, was developing products that offered a fashionable look with a high level of functionality, but that also fit within the price structure of flat-pack furniture.

"In working within the Office Depot model, it is important to make sure to develop furniture that is designed to meet the greatest common denominators and bridge the needs of the home office and small office," he added.

