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B2B Emails

1. Spring Dinner Story

[Subject Line] A New Recipe for a New Season

[Preheader] Stock up on springtime favorites and more at stonewallkitchen.com.

[Headline] April Showers Bring May (Cauli)flowers

[Sub-header] Spring into this veggie friendly dinner made with a little help from our family of brands.

[Body Copy] Your customers will want a *pita* of this delicious recipe! Reminiscent of foods inspired by a breezy Grecian getaway, this dinner is a simple fix for a lovely meal or an easy demo. Flatbreads are filled with our pickled vegetables from Tillen Farms, cauliflower seasoned with Urban Accents Athenian Herb Dryglaze and a smear of our Mediterranean Feta Spread. It all comes together to create the perfect bite that will leave customers dreaming of sunny Santorini.

2. Seafood Story

[Subject Line] Reel In Fresh Flavors

[Preheader] Stock up on Legal Sea Foods and more at stonewallkitchen.com.

[Headline] Hooked at First Bite

[Sub-header] These Legal Sea Foods sauces are ideal additions to a summertime fish fry.

[Body Copy] Don't let customers flounder for condiments to pair with their seafood—instead, stock up on sauces that are expertly crafted to complement any fish dinner! Featuring Dijon, lemon juice and a dash of horseradish, our new Creamy Mustard Sauce is the perfect pick for brightening up baked cod or fried favorites. Served along with two flavorful versions of both tartar and cocktail sauces, these products go swimmingly with all types of ocean-fresh fare.

3. Village Candle Halloween Luminary Collection

[Subject Line] Something wicked cool this way comes ...

[Preheader] Stock up on spooky finds and more at stonewallkitchen.com.

[Headline] Ghoulish Delights

[Sub-header] This spooky season, spark an enchanting experience with bewitching new finds.

[Body Copy] Customers will enjoy celebrating Halloween with new candles from our Village Candle Luminary Collection. Boasting notes like fall fruit, creamy caramel and sweet vanilla bean, each one is sure to be a treat all autumn long. And it's no trick: these candle feature clear panels that illuminate and glow to showcase charming ghosts, flying bats and whimsical witches in the night sky.

4. Gingerbread Story

[Subject Line] These holiday treats come together in a (ginger) snap!

[Preheader] Stock up on seasonal flavors and more at stonewallkitchen.com.

[Headline] Ginger All The Way

[Sub-header] Oh, what fun it is to make these treats for the holidays.

[Body Copy] Molasses, cinnamon, clove and, of course, ginger shine in our sweet spread and gently spiced baking mixes for loaves, cookies, pancakes and waffles. A

festive favorite, gingerbread brings merriment to any meal, awakening childhood memories and crafting new family traditions. Customers can easily whip up a delicious stack of flapjacks on winter mornings or craft a decadent display of treats for the dessert table—there are just so many ways to enjoy this sensational, seasonal flavor!

5. Fair Treats Story

[Subject Line] Reminiscent of Fair Eats, Ferris Wheels & Fun Times

[Preheader] Stock up on harvest finds and more at stonewallkitchen.com.

[Headline] Fall Fair Favorites

[Sub-header] Like the thrill of a Ferris wheel, our products will take taste buds for a ride.

[Body Copy] From corndogs coated in our Cornbread Mix to funnel cakes crafted with our Farmhouse Pancakes & Waffle Mix, these offerings put a new twist on Company staples to create an irresistible menu inspired by fall days at the local fair. And, to showcase the harvest season's flavors, our Apple Cider Jam is made with a luscious variety of ripe, juicy apples and aromatic spices that deliver pie vibes without the crust. All these delicious products and more are the secret to making autumn recipes worthy of a first-place ribbon.

6. Super Bowl Story

[Subject Line] There are no losers when it comes to game-day finger foods.

[Preheader] Stock up on party essentials and more at stonewallkitchen.com.

[Headline] Snacks for the Win

[Sub-header] Stonewall Kitchen: 1, Game-Day Hunger: 0

[Body Copy] These fan-favorites will score major points at customers' tailgate or watch parties. From our Hot Honey Wing Sauce featuring fiery cayenne to our Pickle Salsa crafted with sour dill relish, these zippy and zesty offerings are sure to please any crowd. For finger goods that can't be beat, simply toss our sauce with drums and flats for a sticky, sweet heat or pair our innovative salsa with our crispy Yellow Tortilla Chips for a pickle punch in every bite. Thanks to these star products, there won't be any fumbles in the kitchen this year!

Trade Emails

1. Pairing Addie Collection with Other Designs

[SL] Perfect Pairings Clients Will Love

[PH] Our Addie Collection does it all.

[Headline] Enamored By Addie

[CTA] Explore Addie Collection

[Body] This collection creates iconic pairings with your favorite designs that complement any space.

[Pairing 1] A modern marvel that invites intimate conversations around a favorite sofa.

[Pairing 2] Group our Addie collection with different heights for a multi-level display.

[Pairing 3] Simply elegant, the sculptural design is a perfect companion to the curves of swivels.

2. Materiality & Texture of Tables

[SL] Luxury Foundations Ready-To-Ship

[PH] Textures You Won't Get Enough Of

[Headline] Sophisticated Textures

[Copy 1 – Shagreen] Our faux shagreen is crafted to mimic the unique look of stingray hide with increased durability.

[Copy 2 – White Marble] The classic look of Italian Carrara marble featuring subtle veining and a smooth finish.

[Copy 3 – Black Marble] Black marble embodies the high-contrast and high-gloss of modern living.

3. Trigger #1 – Signing Up

[SL] Thank you for joining MG+BW Trade!

[PH] Exclusive Trade Discounts Unlocked

[Headline] Welcome to MG+BW Trade

[Body] We're excited to have you join our legacy of great craftsmanship. With our trade program, you will find exclusive pricing, insider access and hundreds of unique customization options to help execute your design projects. Because our upholstery is American made in our North Carolina factories, we can offer you 600+ fabrics, 40+ leathers, 20+ wood finishes, and nearly endless customization. Plus, with COM and COL capabilities, there's even more opportunities to charm your clients.

We look forward to working with you!

Michael Erno

Director of Trade & Virtual Design

4. Trigger #2 – Explanation of Benefits

[SL] Our Trade Program's Exclusive Benefits

[PH] Exclusive Pricing, Promos + More

[Headline] Did you know ...

[Body] ... with our Trade Program you receive additional benefits? Your discount of 35% off is just the start: you'll also have access to special promotions, quarterly rebates, and 300+ exclusive fabric options. Plus, our in-store and virtual concierge

service is here to help with your next project with anything from swatches and product knowledge, orders, and install requests.

5. Trigger #3 – Reminder

[SL] Tools of the Trade

[PH] View our Trade Workbook Online

[Headline] Have you checked out our Workbook?

[Body] It's your go-to resource for the information you'll need when selecting collections and building customization options to make your vision come to life. Updated semi-annually, it gives a comprehensive look at our latest collections, plus helpful design details, dimensions, and more about our options and customizations.

[CTA] View Online

DTC Emails

1. Mitchell Gold + Bob Williams - Complete Living Rooms
[SL] The Room Where It Happens
[PH] Make the most of your living space.
[Headline] Live Life To The Fullest
[Body] The main space where it all takes place: these customer-favorite options will fill your living room with comfort. Make a space your own with from soft seating, cozy lighting, plush rugs, and stylish tables.
[CTAs] Shop Sofas / Chairs / Side Tables / Décor
2. Mitchell Gold + Bob Williams - Pull Up Tables
[SL] Find Your Noble Companion
[PH] Side & Accent Tables For Every Style
[Headline] Living In A Material World
[Body] Pull up a side table that fits your unique style. Pick from different textures and materials such as reclaimed teak, polished brass, pebbled leather, glass tops, and more.
3. Mitchell Gold + Bob Williams - Chairs & Sofas
[SL] Talk About Curve Appeal
[PH] Save 35% On Purchases \$4000+
[Headline] Curves In All The Right Places
[Body] Sculptural modern seating with curves that hug you back—what’s not to love?
[CTA] Shop Seating
4. Mitchell Gold + Bob Williams - Customize Your Swivel
[SL] Sit In Style
[PH] Our Bestselling Swivel Chairs
[Headline] Swerving Up Looks
[Body] Relax in modern comfort with our signature styles and sophisticated silhouettes.
[Step 1] Select Your Shape
[Step 2] Pick Your Placement
[Step 3] Choose Your Fabric
5. Urban Accents - Plant Based Red Sauce
[Subject Line] A Red Sauce to Make Nonna Proud
[Preheader] Shop our full line at urbanaccents.com.
[Headline] No Meat? It’s *Pasta*-ble!
[Sub-header] We’re soy into this vegetarian fix!
[Body Copy] Our Plant Based Italian Red Sauce Meatless Mix is filled with bold flavors like basil, oregano, thyme and garlic. Powered by plants and packed with protein, it uses USA-sourced soy to replace one pound of ground meat for a beef-free Bolognese all will love.

6. Village Candle - Gardener's Friends Collection

[Subject Line] Dragonflies, bumblebees, lady bugs and butterflies—oh my!

[Preheader] Shop our full line and more at villagecandle.com.

[Headline] Our Favorite Critters

[Sub-header] We named these scents after our tiniest winged friends.

[Body Copy] Inspired by spring mornings spent tending the garden, this collection is an ode to the little creatures that flit from flower to flower and make your backyard abuzz with activity. Featuring notes of sweet pea, lilac, jasmine and violet, these candles come together to create a wonderfully floral bouquet.

7. Urban Accents - Memorial Day Story

[Subject Line] A Grilling Array for Memorial Day

[Preheader] Shop our full line and more at urbanaccents.com.

[Headline] Smoke & Spice Make Grilling Nice

[Sub-header] We have everything you need to get cookin' this Memorial Day!

[Body Copy] From portobello burgers to juicy steaks, we've got you covered as you prep for your next backyard bash. Transform your meat or veggie of choice with our bold seasonings or one-of-a-kind dryglazes, which go on as a dry rub before transforming with heat into a glorious glaze. Or, take your taste buds on a road trip to America's best barbecue hubs with our regional spice blends that are exploding with flavor.

8. Michel Design Works- Cedar Rose Collection

[Subject Line] Fall in love with one of our newest collections!

[Preheader] Shop our full line at micheldesignworks.com.

[Headline] Love at First Sight

[Body Copy] Complete with eye-catching botanical art and pink floral detailing, this Cedar Rose Collection is a romantic new addition to our lineup. Soft notes of cedarwood mingle with peony, jasmine and a drop of citrus to create luxurious products that will have you falling head-over-heels this Valentine's Day.

Third Party Webpage Product Descriptions

Via www.stonewallkitchen.com

1. Spicy Green and Kalamata Olives

Hand-harvested Green and Kalamata olives pack some heat from the additions of Mediterranean marjoram and chili for an authentic taste that will leave you saying, “*Nostimo!* Delicious!” These imported organic Greek olives are vegan, pitted and marinated in extra virgin olive oil making them great for adding a kick to your next tapenade.

2. Sailor’s Knot Doorstop

Knots might not keep the ocean *tide*, but this sailor’s knot will keep your door exactly where you want it. With substantial weight, this doorstop is covered with real rope and makes for a great addition to any coastal décor.

3. Annie B’s Original Caramel Popcorn

There are only a few things that are more iconic than enjoying caramel corn during an American baseball game. Made from non GMO popcorn and quality caramel, this snack will have you cheering in the stands—even if you’re watching from home.

4. Halloween Hot Cocoa Bombs (Set of 4)

Double, double, toil and trouble ... These hot cocoa bombs will create a delicious, spooky concoction in your cauldron—or mug—of choice! Made with decadently smooth chocolate and the ever-important mini marshmallows, these treats turn warmed milk into a fun, interactive trick.

- Set includes four different designs, including a skeleton, cauldron, eyeball and pumpkin
- Handcrafted in the USA

5. Raven Tea Towel

Nevermore ... will cleanup be a chore! Exclusively designed for Stonewall Kitchen, this beautifully illustrated tea towel is perfect for displaying as a decorative element or using to wipe up mealtime messes.

- Exclusively designed for Stonewall Kitchen
- Made from soft absorbent cotton

6. H2O Glass Select Tea Kettle

Prepare for afternoon tea in style! This large-capacity kettle features five temperature presets with corresponding LED lights for precisely heated water with every use. Complete with rapid boil technology and a direct pour lid, it allows you to easily brew and enjoy a post-work *cuppa*.

- Holds up to 68 oz. of water
- Features a temperature range of 110°F–212°F
- Includes “Keep Warm” and “Auto Shut Off” functions

Webpage Product Descriptions with SEO

1. Peppermint Bark Candle (Stonewall Home)

[Meta Description] This **seasonal candle** was inspired by **peppermint bark**, one of our favorite wintertime sweets.

[Webpage Copy] This **seasonal candle** was inspired by one of our favorite wintertime sweets. Featuring notes of wild mint, dark chocolate creamy vanilla and crisp spearmint, our **Peppermint Bark Candle** smells so good you can almost taste it. Treat yourself to an evening by candlelight that's sure to provide memories of holiday tidings galore.

2. Everything Scone Mix (Stonewall Kitchen)

[Meta Description] This mix for **savory scones** takes inspiration from the beloved **everything bagel seasoning**. Great for brunch, it pairs perfectly with cream cheese.

[Webpage Copy] Baking up buttery and tender, this **savory scone** mix delivers *everything* to brunch spreads and more. Inspired by the classic **everything bagel seasoning**, our chive-infused scones are topped with a sprinkling of seeds, garlic, minced onions and sea salt for a delicious, crunchy finish that pairs perfectly with cream cheese.

3. Lemon Herb Risotto (Stonewall Kitchen)

[Meta Description] This **easy lemon risotto** gets its bright finish from a special blend of citrus, garlic, herbs and spices. Try it as a main dish or alongside chicken or shrimp!

[Webpage Copy] Creamy, comforting risotto gets a bright, zesty finish thanks to a special blend of citrus, garlic, herbs and spices. Made with the finish Arborio rice and a few additional ingredients from your pantry, this restaurant-worthy **lemon risotto** can be enjoyed in the Italian fashion as a first course or served American-style with chicken or shrimp as the main meal.

4. Gin & Tonic Candle (Village Candle)

[Meta Description] Inspired by a timeless drink of the same name, this **cocktail candle** fills the air with notes of icy gin, tonic water and lime zest.

[Webpage Copy] Inspired by a timeless drink of the same name, this **cocktail candle** fills the air with notes of icy gin, tonic water and lime zest. Whether you're relaxing at home or spending time with friends, the thirst-quenching scent of this fragrance will complement any bar setup or rustic study.

Industry Trade Publications

Product Features (Up to 150 Words)

1. Urban Accents — Movie Night Set

The makers of specialty foods at Stonewall Kitchen are excited to bring your customers gourmet popcorn from Urban Accents. Dedicated to helping home cooks succeed in the kitchen, Urban Accents crafts a wide array of premium seasonings to add some flair to the humble kernel. Produced in small batches, their products are here to spice up everything from movie nights to TV marathons.

A great gift for film buffs, the Urban Accents Movie Night Set includes a multiverse of flavors for customers' favorite flicks. Each set includes three Non-GMO Project Verified kernels in varieties like fluffy white, ruby red and a sweet tricolor blend as well as five mini versions of their gluten free, zero-calorie popcorn seasonings for sprinkling on top. From cheesy white cheddar to kettle corn to spicy chili lime, customers will find their perfect popcorn combo for any streaming session!

2. Stonewall Kitchen — Strawberry Fig Jam

Stonewall Kitchen, a leading creator of specialty foods, continues to wow customers with a brand-new addition to their jarred goods: Strawberry Fig Jam. Ever since their start at a farmers' market in 1991, jams, chutneys and jellies have lined their best-seller's list. Today, these unique and bold flavor combinations still delight jam enthusiasts of all ages.

This Strawberry Fig Jam is no exception. The sweet dynamic duo of juicy strawberries and honey-like figs pairs well with almond butter for an extra special PB&J, adds a touch of decadency to toast and elevates recipes like vinaigrettes. Take any meal to the next level with this fruity spread that's sure to be a *berry fig* deal.

Editorials (Up to 300 Words)

1. Stonewall Kitchen — Parmesan Garlic & Jalapeño Bacon Aiolis

For a touch of fine dining at home, customers can stock their pantries with a favorite multipurpose condiment: aioli. This mayo-like emulsion combines a creamy base of oil, vinegar, garlic and egg yolks with other robust ingredients to create an endlessly versatile spread. Now, the specialty food makers at Stonewall Kitchen are excited to debut two brand-new aiolis for slathering on sandwiches and more.

Who doesn't love cheesy, garlicky goodness? The new Parmesan Garlic Aioli melds both ingredients perfectly together in a tangy, creamy base for an umami kick.

Customers will love spreading it on a panini, tossing it with pasta salad or serving it alongside roasted potatoes as a dip. But the possibilities don't end there: customers can incorporate this aioli into their favorite bread recipe for a wonderfully fluffy loaf that's full of zesty baked-in flavor.

If customers are looking for a bit of smoky heat, the new Jalapeño Bacon Aioli is sure to satisfy. This aioli features pieces of real bacon mixed with chopped jalapeño peppers and Parmesan cheese. Complete with a "hot" spice level, this spread adds a kick to fresh BLTs, complements juicy burgers and flexes as a decadent dip for fries. It can even be used to add some creamy heat to *elote*, a classic Mexican street food dish featuring grilled corn. Making it is as easy as spreading charred corn with aioli, rolling it in cotija cheese and topping it with cilantro. ¡Delicioso!

Of course, these are just the latest additions to Stonewall Kitchen's already extensive array of aiolis. Flavored with premium ingredients that range from ultra-hot ghost peppers to bright citrus to earthy truffles, these spectacular spreads promise to tantalize taste buds at every turn.

2. Tillen Farms — Organic Blueberry & Lemon and Organic Strawberry & Mint Shrubs
Tough day? Customers can *shrub* it off thanks to two new Tillen Farms drink mixers. These certified USDA organic shrubs are non-alcoholic syrups made from fruit, sugar and vinegar that add some flair to boozy beverages, spirit-free spritzers and so much more. Plus, each makes for an incredible salad vinaigrette when combined with a splash of oil, a squeeze of citrus and a dash of salt and pepper. From drinks to dishes, these delicious possibilities are endless with these flexible new offerings from Tillen Farms.

For a drink that will fill customers with both vim and vinegar, reach for a bottle of the Organic Strawberry & Mint Shrub. This mixer combines apple cider vinegar with strawberry purée, a hint of mint and just the right amount of sugar. Customers can excite their taste buds with a refreshing sober-friendly drink by adding one shot of the shrub to a cup of seltzer or water. Or, they can create a strawberry mint margarita by simply adding it to a shaker with tequila and a bit of lime juice. Finally, customers can flex the shrub in a summertime dish for bright tostadas by mixing it with citrus and spices, tossing with chopped tuna and veggies and spooning everything over tortilla chips to create a light appetizer or lunch.

Then there's the new Organic Blueberry & Lemon Shrub, which is sure to leave customers with a pleasing pucker. This tonic features blueberry and lemon juice for bright, fruity flavor while cane sugar provides the perfect amount of sweetness to counter the tart taste of apple cider vinegar. Delicious in a spritzer, it also makes for an incredible boozy blueberry bourbon lemonade when combined with a customer's favorite bottle and a good amount of lemon juice. And they can even include the shrub in their baking: mix it with Stonewall Kitchen's Lemon Pound Cake Mix for a fabulous sweet and zesty treat that will bring a citrusy kick to any breakfast table. From crisp pickled veggies to American-grown cherries to classic syrups, Tillen Farms sets the high bar for how cocktails should taste. They celebrate produce that's picked at the peak of ripeness for year-round enjoyment, and their new shrubs are sure to be the start to all sorts of spirited fun!

Product Profiles (Up to 25 Words)

1. Village Candle Sugar Plum Large Glass Dome Candle
Featuring a dreamy blend of raspberries, plums, amber and cedarwood, this Nutcracker-inspired candle is sure to fill customers with nostalgic glee.
2. Michel Design Works Honey Almond Home Fragrance Reed Diffuser
With a striking black and white design, this elegant reed diffuser boasts the romantic scent of sweet almonds muddled with cherry, vanilla and honey.
3. Stonewall Home Cedarwood Citronella Candle
To bring a touch of indoor elegance to open-air spaces, this citronella-infused candle features earthy notes of freshly cut cedar mixed with bright, zesty lemons.

Ad Taglines

1. Summer 2022 Sale Name – Stonewall Kitchen Family of Brands
“All Sun and Games Sale”
2. UNFI Ad September 2022 – Stonewall Kitchen + Urban Accents
“Spice up the holiday season!”
3. UNFI Ad October 2022 – Stonewall Kitchen + Tillen Farms
“Cherry-ish the Final Touch”
4. Signage for Stonewall Home Citronella Collection
“Elevate Your Outdoor Experience”
5. Casegoods (Tables & Storage) – Mitchell Gold + Bob Williams
“Foundations of Living”
6. Seasonal Promotion – mgbwhome.com – Mitchell Gold + Bob Williams
“Summer Savings”

Product Labels

1. Stonewall Kitchen — Fine Dog Keeping Walk in the Woods Dog Shampoo

[Front Copy] A gentle shampoo designed to get man's best friend paw-fectly clean. Scented with notes of cedar and maple plus fir essential oil.

[Side Copy] Made from the finest ingredients, our premium dog shampoo is perfect for man's best friend.

From mucky mutt to pampered pooch, it gently and effectively cleans their coat and skin. This light and invigorating scent highlights notes of pine and cedar, evoking the joys of a walk in the woods with your favorite pal.

2. Stonewall Kitchen — Fine Dog Keeping Walk on the Beach Bed Spray Deodorizer

[Front Copy] A mild spray made with four-legged friends in mind. Scented with notes of coconut and ylang-ylang essential oil.

[Side Copy] Made from the finest ingredients, our spray will neutralize pet odors and sweeten any space.

Regularly mist the air and fabric in Fido's favorite spot to keep the area smelling fresh and clean. This floral scent highlights notes of coconut and ylang-ylang recalling memories of strolls along the shore with your pup.

Social Media

Instagram Captions

1. @mgbwhome | Swivel Chairs UGC
Swerving up looks! With a mix of modern curves & playful vintage finds, @mgbwhome's Costello Swivel Chairs bring together @chigglypuff's living room space beautifully. ✨
2. @mgbwhome | Pride Month 2023
Pride has been part of our company since the beginning. In 1989, Mitchell Gold and Bob Williams embraced the idea of "Comfort is Paramount" and they knew that without Equality for All, true comfort is not possible.
As we celebrate Pride Month, we are resolved in our goals of comfort and equality for all. Anti-LGBTQ+, and especially anti-transgender, legislation is rapidly advancing across our country and we continue our founders' Mitchell and Bob's support of The Human Rights Campaign (@humanrightscampaign)- a group that actively works for a world where every member of the LGBTQ+ family has the freedom to live their truth without fear, and equality under the law.
3. @stonewallkitchen | Tillen Farms Cocktail Cherries
Don't forget the cherry on top! Free of artificial dyes and corn syrup, these fruity faves provide a feel-good finish to classic drinks like Old Fashioneds and Shirley Temples 🍒
4. @stonewallkitchen | Breakfast Story
We're wild for blueberries, can't you tell? This New England-inspired breakfast spread features some delightful morning treats for the most important meal of the day! ☀️
5. @urbanaccentsspices | Plant Based Meatless Mixes
There's just soy much to love about our plant based meatless mixes!
6. @villagecandle | Gentlemen's Collection
Talk about handsome: our Gentlemen's Collection now comes in a durable metal tin option for a modern aesthetic.

Instagram Story – Showcasing Interior Design Project @mgbwhome

SLIDE 1:

Challenging Spaces

Our Design Experience Professional, Silvina Howard, from our Miami Store, took to the challenge of navigating a complex space for the client's home.

"I had to find balance in an already unbalanced area, but these are the most interesting projects for me as a designer."

SLIDE 2:

Giselle Sofa in Performance Luxe Velvet, adding to the variety of textures and similar tones present in the room.

SLIDE 3:

“The presence of the piano was nonnegotiable. The heavy shape of the Lucy Swivel Chair with the Griffin Ottoman let me welcome the lightness of the Townes Chair, respecting the piano.”

SLIDE 4:

Determined To Find Beautiful Solutions
Book A Complimentary Consultation

Website Content

1. Boilerplate Copy

Hand-poured in Kittery, Maine, we take inspiration from the New England Seacoast all around us. Every candle tells the story of our culture, creativity, and craftsmanship that are based on our local traditions. Made in small batches, each candle is crafted from high-quality, eco-friendly soy wax and scented with irresistible essential oils.

2. Homepage Component – mgbwhome.com / Fourth of July

American Craftsmanship

We celebrate the best of American craft, the highest quality upholstery, sustainable processes, attention to detail, and the artistry of the individuals behind every design—our key to good business rests in the comfort of great American craftsmanship.

Shop American-Made

3. Homepage Component – mgbwhome.com / Preparing for National Dog Day

Pet pics? Yes please!

Our handcrafted upholstered furniture is made with the whole family in mind—including furry friends! We'd love to see how your pets feel right at home with Mitchell Gold + Bob Williams. Tag @mgbwhome on Instagram, Facebook, and Threads.

Share With Us

4. Blog Post

“How to Solve the Nuances of Glasses with a LASIK Center”

Over 60% percent of the adult population in America today uses any type of vision correction including contacts, prescription glasses, and reading glasses. Most of these people either suffer from myopia, commonly known as nearsightedness, or the opposing hyperopia, known as farsightedness. While these conditions are harmless, they disrupt the normal flow of life by adding on local ophthalmologist appointments and mental gymnastics of where you last saw your glasses.

A Simple Solution

The nuances of wearing glasses or contacts can easily be solved at your local LASIK center, which specializes in LASIK eye correction surgery and procedures.

The procedure stands for “Laser-Assisted *In Situ* Keratomileusis” as [MayoClinic points out](#). The meaning of the acronym very much describes what LASIK_is—laser assistance of reshaping of the cornea, in its position.

Is It Right For You?

While getting rid of glasses or contact use may be an ideal situation, not everything is as easy as it sounds. There are a few things in mind while considering the surgery. A few questions, [as purposed by AllAboutVision](#), to keep in mind while looking into this are:

- Does your workplace allow refractive procedures?
- Do you have dry eyes or a thin cornea?
- Do you participate in sports or athletics in which it may be easy to be injured in the eye area, such as boxing?
- Are you over the age of 18?

Before any procedure, it's best to understand if you are the right candidate or if your current lifestyle may change by going through with this choice.

If you are looking for more information about LASIK center procedures, it's ideal to talk about it with the people who know most. In Jacksonville, the [Maida Custom Vision](#) team can answer any of your questions and guide you towards the best way to fix these simple issues of farsightedness, or even your astigmatism.

Catalog Editorial

Mitchell Gold + Bob Williams Fall 2023 Lookbook

Pg. 1

Fall Into Comfort

Our homes remain at the center of our everchanging lives. As the world continues to evolve, so has our methodology--we will continue to bring the best of comfort and customization straight to your home. At Mitchell Gold + Bob Williams, we're taking a different approach to this new season. With the changing season, we're focusing on warmer colors that compliment any style and focusing on our unique ability to customize our upholstery—from base fabric to contrasting details and more.

This Fall, we're embracing individualistic expression. We're focusing on design services that reflect customers' individual needs, values, and aesthetics. It's about working together to create a beautiful home, to tell a story, to indulge in comfort.

We're driven by our passion to push the boundaries on what we can achieve together—our talented designers, artisans, and you. Fostering connection through comfort and timeless design has always been at the forefront of our brand. Join us as we welcome the new season.

Pg 2.

Rich, warm color palettes, luxurious materials, inspired silhouettes, quality at every touchpoint—through eye-catching moments of stunning design, Fall gives us reason to indulge in accessible luxury.

Pg 3.

Fall Stories

Embrace a spectrum of hues. Celebrate individual style. From complimentary services that foster a cohesiveness in your designs to customization options that allow each piece to connect with any aesthetic, Mitchell Gold + Bob Williams re-introduces comfort and exceptional design.

Pg. 4

Hues In Every Shade

Color has the power to influence the emotion of interior spaces, it's why we believe that choosing the right shades and tones can make all the difference. We're drawn to warm shades and exciting combinations, like Amber and Marine. It's the season to wrap yourself up in what makes home feel exclusive, inviting, and completely comfortable.