

BIRCH  LANE
LOOKBOOK

SPRING & SUMMER

2020



WELCOME



HOME IS THE HEART OF FAMILY GATHERINGS.

That's why we handpick furniture and decor made to endure the elements of life. With all the high traffic of home, perfect won't be practical. But seeing it all come together will be pretty perfect.

LOOK & LIVABILITY

Birch Lane is the go-to for making visions of a classic American home your reality. Our handpicked American styles, lasting quality and reliable value aligns with family life because it's about more than just tossing something up on a shelf to sell. We're serving up something special that feels like home.

ABOUT US



CLASSIC STATE OF MIND



We call our core customer Carolyn, but she isn't one person. Carolyn's a state of mind. She finds comfort in mahogany-wood history - and just as much comfort in getting rid of the stuffy bits that just collect dust. She's layering the nostalgia of tradition with the clutter-free, fresh air of today - all while whipping up something in the skillet for breakfast.

Traditions are the classics we listen to over and over. But sometimes they need someone to give them a tune-up. And that's who Carolyn is: today's translation of yesterday's classic home.

STYLE

LAID-BACK & LIVED IN
FARMHOUSE

The whitewashed wood, and natural
linens look perfect – but it's still OK to
put your elbows on the table here.



**OVERSIZED BRYAN
FARMHOUSE WALL CLOCK**
GRCS1458



VEANA SOFA
CSTM2237



**'FARMHOUSE III' PICTURE FRAME
GRAPHIC ART ON CANVAS**
B728657



SUMMERTOWN BENCH
B750150



GENEVRIER 28" TABLE LAMP
OAWY4249



LYSTER PLATFORM BED
ATGR1498



FRESH EGGS TRAY
B947310



LORRAINE TV STAND
B1026621



MAGNOLIA LEAF WREATH
JSBT1235



STYLE

DEPENDABLE, PROUD & PRETTY

TRADITIONAL

Welcome to Sunday suppers and a little bit of history. Heirlooms are on display, and the banister is always polished - and ready to slide down.



BERGIN ARMCHAIR
B661422



**LACEY LINEN GEOMETRIC
THROW PILLOW**
BL9682



HAMELDON CONSOLE TABLE
ASTG8363



HARTLEY CHANDELIER
B372041



**WORCESTER LEATHER
CHESTERFIELD SOFA**
TRNT3229



OUTDOOR TABLE VASE
B523340



**EXMOOR HAND-TUFTED WOOL
MULTICOLOR AREA RUG**
CHLH2787



**ROHAN BRISCO CARVED
DECORATIVE FINIAL SET**
B590734



**BERGSON EXTENDABLE
DINING TABLE**
B3163

STYLE

WEATHER-WORN & CASUAL

RUSTIC

Burlap accents, wrought iron-fixtures, and Pendelton-inspired prints make this a feet-up-by-the-fire kind of home.



FREDERICKS NATURAL-WOOD WALL MOUNTED COAT RACK
LRFY3894



BLUE AREA RUG
LARK8400



BARTHOLOMEW SOLID-WOOD DINING TABLE
GRNW1016



XENIA COTTON THROW PILLOW COVER
B280439



CROWBOROUGH CLAY POT PLANTER
B800153



ANTLER PICTURE FRAME PAINTING
B259287



GATTON RUSTIC ARCHED ACCENT MIRROR
GRCK1550



ROCKFIELD SINGLE GEOMETRIC PENDANT
BRWT6526



BARLOW ARMCHAIR
B204442



STYLE

BREEZY, BRIGHT AND LIGHT
COASTAL

This sunny slowdown feel relies on more than seashells and anchors. Our kind of nautical is a salt-air sanctuary instead of a novelty shop.



**'SAILBOAT' PICTURE FRAME
DRAWING PRINT**
B32860



GEMANA ARMCHAIR
BL21079



NATAL SEASIDE FIGURINE
B539074



GRACE ROUND MIRROR
HIDN6936



VEANA SOFA
CSTM2237



**SAN MARCOS SHIP WHEEL
COTTON THROW PILLOW**
BCMHI1586



PRIETO ACCENT CABINET
B371489



MANDERLY 30" TABLE LAMP
BCHH7414



**ARRIA HANDMADE
FLATWEAVE AREA RUG**
HLD�3925

OUR ANSWER TO 2020'S TRENDS

TRENDS



biophilia

We're down in the garden mucking around any chance we get. So we love that one of the trends this spring is all about layering in more organic elements. Biophilia blurs the lines between the backyard and the back door, welcoming in all the things we love about being outside.

FOR US THAT MEANS

Silhouettes that work indoor and out (garden stools, etc.)

Layering organic prints and patterns (mingling all kinds of florals and botanicals)

Thinking beyond the average potted plant (oversized urns for parlor palms)

Using materials like caning, natural leather, textured fabrics, and velvets



deco revival

Being adventurous with furniture and decor is one of our favorite pastimes. Whether that's the decadent velvet we reupholstered our chaise in or the wallcovering you can see from the other side of town, we're up for the unexpected. And the revival of Art Deco is just the note we need to turn our self expression to full volume. This trend definitely has a sweet, Southern flavor.

FOR US THAT MEANS

Maximalist mixing of color and pattern (big floral prints next to ikat, every kind of blue)

Unexpected proportions and silhouettes (oversized sofas with thin arms)

The exotic side of natural motifs (animal prints, large birds, gilded florals)

Rich materials (raw silks, luxe velvets, and rich finishes)

sustainably zen

Just because we love a full farmhouse table doesn't mean we can't have a point of view on spring's pared down trend. We're not giving up everything we love for a rock garden and white walls, we'll just take a quieter approach when we put some of our rooms together. Being Zen means simplifying where it makes sense (if a room can live without a hall tree, so be it).

FOR US THAT MEANS

Materials that speak to nature and sustainability (reclaimed wood, natural weaves, lots of linen)

Even more attention to artisanal construction (handmade rugs, handcarved details)

Trading straight edges for some softer curves (scrolled arms, watercolor prints)

A simplified palette and limited patterns



RESET

SPRING



If spring's mindest was a pattern it would be a ticking stripe. That orderly up-and-down line defines our need to organize, clean out the cabinets, and set some goals. We'll stock up on light linen basics, and get everything we need to make our segue to summer outside a breeze.

FARM-FRESH

SUMMER



This summer we're letting the local farmers market decide how we accent our signature blue: zucchini greens, butter yellows, and the kind of etchings you'd see on seed pack. Pops of madras plaid keep us rooted in Americana, and organic rattan and raffia keep us relevant.

GET IN TOUCH

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