ORIEL DUNE / TRADE LAUNCH

# The Arc lounge chair

A compact oak chair for independent retailers and hospitality buyers.



Arc launch brief

# A lounge chair for smaller rooms

The 68 cm footprint fits compact guest suites. A curved seat and open sides keep the silhouette light across a showroom floor.

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# Specify the Arc in one line

| SKU | W × D × H | Finish | Trade EUR |
|---|---|---|---|
| OD-101 | 68 × 72 × 76 cm | Oiled oak | 290 |

Dimensions are illustrative and must be confirmed on an actual supplier drawing.

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# Show the chair in three settings

01 → 02 → 03

Anchor a small reading corner

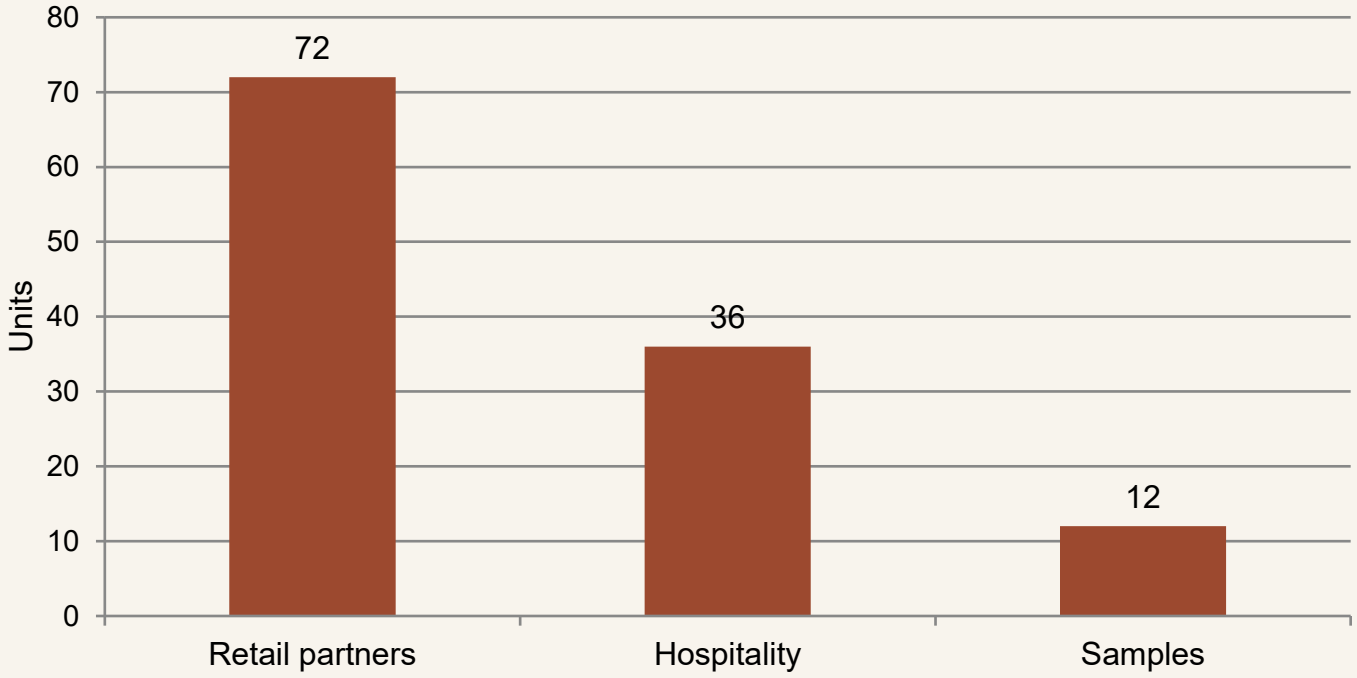
Pair two chairs across a low table

Use one chair in a boutique suite

Retail partners receive a consistent set of talking points.

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# The opening allocation favours trade




First production run of 120 units.

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# A launch calendar for the first month

| Week | Action | Owner |
| --- | --- | --- |
| 01 | Finish sample review | Product |
| 02 | Send trade sheets | Sales |
| 03 | Confirm allocation | Operations |
| 04 | Dispatch opening orders | Warehouse |

A single owner signs off each release.

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# Price the opening order consistently

The fictional trade price is EUR 290 per chair. A four-chair opening order totals EUR 1,160 before freight and tax.

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# Help retailers sell the finish

01 → 02 → 03

Supply the oak finish sample

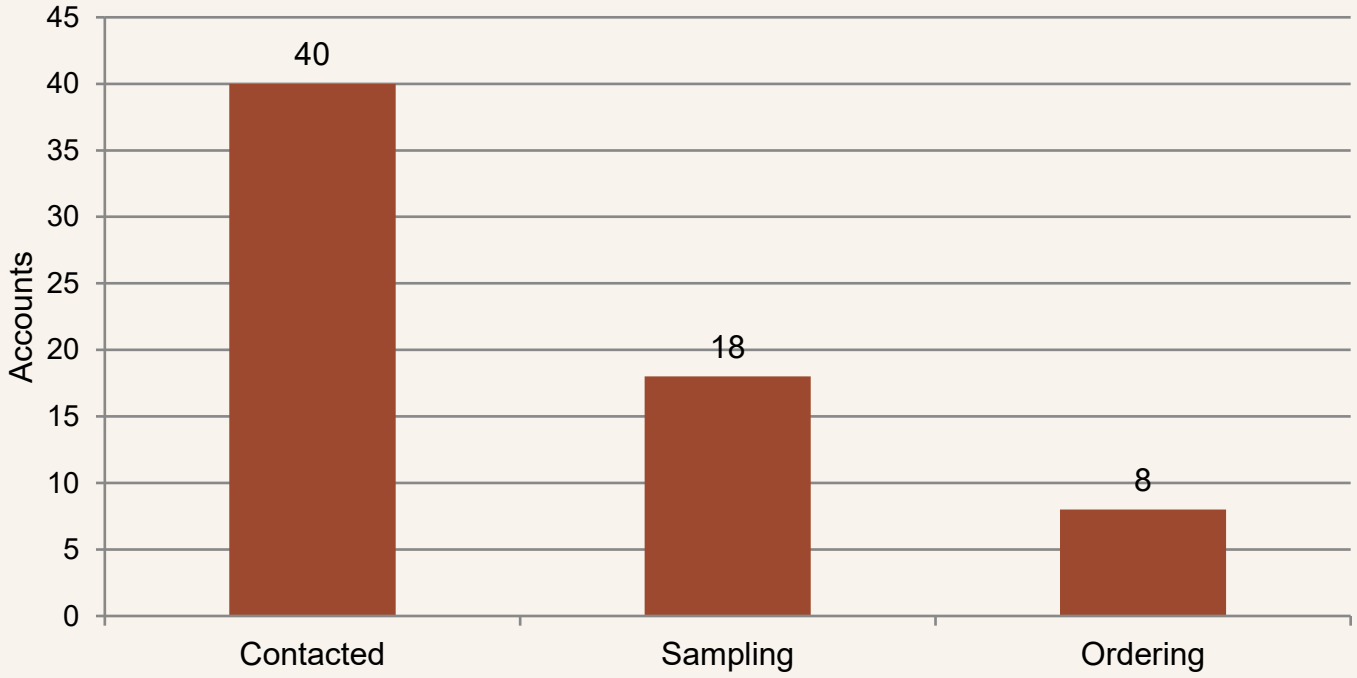
Share the dimensions and care sheet

Schedule a floor-team walkthrough

The trade kit makes the same specification available in store and online.

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# Track orders through dispatch




Opening-month operating targets for the sales team.

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# Reserve the first allocation

Approve the oiled-oak sample, confirm the four-chair opening order and agree a delivery window with the trade desk.