

Expand Your Living Space

Target Audience: Urban Living (Ultra Compact)

Video: Aslak - Target audience city people - Urban Living 1920x1080

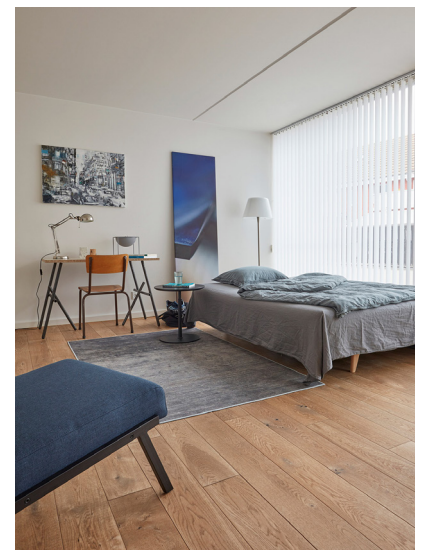
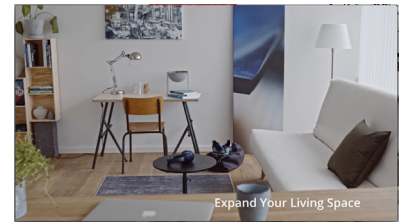
Social Media suggestion:

FACEBOOK: Ads and organic posts with video and images in horizontal direction.

INSTAGRAM: Ads and organic posts with video and images in vertical direction.

Text: Suggestion below. Adapt for local adjustments and Key Selling Points. Call-to-action for dealer is own website.

#hashtags - make local adjustments but always include #innovationliving



Several opportunities on less space

Compact living should not be a constant compromise. When you do not have expanding walls, you are certain to be considerate when you pick out furniture. Our Aslak sofa is a good solution as it is truly multifunctional, being a comfortable combination of both sofa by day and a bed by night. Cozy up on the Aslak sofa bed, which offers unique flexibility, relaxation, and personal comfort. Read a book, watch a movie, take a nap, or allow overnight visits from friends and family. Set the adjustable Kiffa table as a coffee table or bedside table. Explore Aslak on our website and choose the mattress and color that best suit your living space.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/aslak-140-sofa-bed-nordic-cover-soft-spring?fabric=531-Boucl%C3%A9-Off-White>

#innovationliving #expandyourlivingspace #multifunctional #danish #design #studenthome #danishdesign #livingroom #sofabed #sofa #bed #oneroomliving #multipurpose

Expand Your Living Space

Target Audience: Urban Living (Ultra Compact)

Video: Idun - Target audience city people - Urban Living 1920x1080.mp4

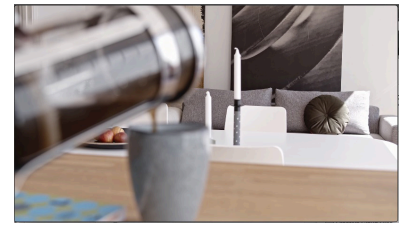
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Make your living room your main room

The Idun sofa bed is equally aesthetic and practical, featuring a classical sofa appearance. But there is more than meets the eye, as Idun doubles as a comfortable sofa bed measuring 140 x 200 cm. Idun serves as a perfect space to gather and lounge. Use it as your main sofa in your living room, use it as a bed on a daily basis or let it double as a guest bed when you have friends or family spend the night. A multipurpose sofa with function that expand your living space. Explore Idun and other of our sofa bed designs on our website where you can also find a dealer near you to experience the sofa in real life.

CTA Link - <https://www.innovationliving.com/products/by-type/sofa-beds/product-details/idun-sofa-bed-3?fabric=521-Mixed-Dance-Grey>

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Target Audience: Retargeting - text are more product oriented

Video: Aslak - Target audience city people - Urban Living 1920x1080

Video: Idun - Target audience city people - Urban Living 1920x1080.mp4

Social Media suggestion:

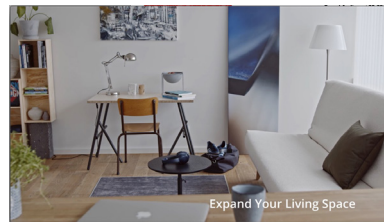
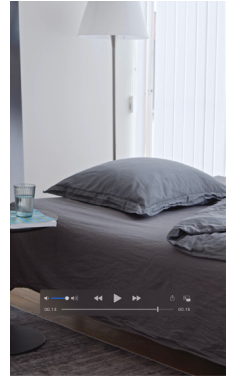
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Product: Aslak 140

Bed and sofa – Multifunction that expands your living space

When choosing the Aslak sofa bed you do not compromise on comfort, design, and choice of materials. A multifunctional design with two settings in sofa position and 140 x 200 cm bed space when laid flat. Aslak features a four-step head elevation in bed position, allowing for personal comfort. Further, Aslak has a small bedding box under the seat to store beddings and cushions. As comfort is subjective, the handmade mattress is available in several comforts, allowing you to choose your desired comfort. Should you want to renew your Aslak sofa, a new mattress or merely a new, removable cover can be purchased to refresh the look. The intelligent design is sustainable as all parts can be maintained or replaced.

< CTA Link to product >



Product: Idun

Function and aesthetics go hand in hand

At the first glance, Idun is a sofa inspired by Nordic design. Idun's elegant design and timeless aesthetics with wide armrests and light oak legs all pay homage to Scandinavian furniture design. Yet, Idun is much more than a stunning design piece – it is functional. Idun easily transforms into a sofa bed via two simple steps. Slide out the base and adjust the metal legs, then drop down the back rest and you have completed the conversion from sofa to a 140 x 200 cm double bed. A pocket sprung base fit on a metal frame makes Idun very durable. Below the base is an easily accessible bedding box where beddings can be stored. Visit our website to see more pictures and a video of Idun.

< CTA Link to product >

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