Brand Guide

Summary

Founded in 1946, **Riverside Furniture** is a well-established, family-owned company that designs, manufactures, and distributes residential furniture. They offer a broad catalog of stylish and functional pieces for the entire home, operating as a key supplier for a wide network of retail dealers. Their brand is built on providing quality and value across a diverse range of styles, from traditional to contemporary.

Key Characteristics

- **Whole-Home Collections**: Riverside's strength lies in its comprehensive, named **collections** (e.g., Intrigue, Jameson, Kensington) that provide a cohesive look for any room.
- **Dealer Network**: They operate on a traditional B2B model, selling their products through retail furniture stores rather than directly to the consumer.
- **Broad Style Appeal**: Their catalog includes a wide variety of designs, finishes, and materials (wood solids, veneers, metal, glass), catering to diverse customer tastes.

Data & SKU Information

- **Data Relationship**: Product data, including SKUs, is available on individual product pages on the Riverside website. More comprehensive data has been provided in the past, but Riverside has been in the process of a large data migration and has not provided sheet data since April 2025, though has stated they will in the future. We have been told in the past to still prefer the website over the data sheet, so when discrepancies arise the website should be preferred.
- **SKU Structure**: Riverside's SKU system is straightforward for individual items but requires manual assembly into FrankenSKUs for multi-piece products like beds.
  - **Standard SKU**: The primary manufacturer SKU is a simple **5-digit numerical code**. This code represents a specific item in a specific finish.

- o **No Finish Codes**: Unlike other brands, Riverside SKUs do not have appended finish codes. A different finish on the same item will result in a completely different SKU.
- o **Examples**:
  - 39332 = Intrigue Hazelwood 36" Nesting Desk
  - 38009 = Jameson Pale Taupe Top Chairside Table with Antique White Base
  - 51401 = Jano Silver Round Glass Top Coffee Table with Forged Metal Base
- **Kits & "FrankenSKUs"**:
  - o **Beds are always kits**. A complete bed (e.g., "Intrigue Hazelwood King Panel Bed") will often have an #N/A in the SKU field in data files, indicating it must be built from components.
  - o To create a complete bed SKU, you must combine the SKUs for the **Headboard**, **Footboard**, and **Rails**. Use a "-" to separate them.
  - o **Example Kit**: A complete Queen LED Panel Bed from the Intrigue collection would be constructed like this: 39370 (Headboard) - 39371 (Footboard) - 39372 (Rails) = 39370-39371-39372.

Merchandising & Strategy

- **"Gotchas"**:
  - o **Building Beds**: The most critical task is correctly assembling bed SKUs. Always ensure the components match in both size (King, Queen, etc.) and collection. When doing lookups for KIT SKUs, you can use Text to Columns to separate them into separate columns and lookup each component SKU individually, to determine which KITs are not longer active KITs.
  - o **Collection Code Clue**: While not officially part of the SKU, the first 2-3 digits often signify the collection (e.g., SKUs starting with 393xx belong to the Intrigue collection; 380xx belongs to Jameson). This can be a useful tool for verifying data and building relationships.
  - o **Chair Pricing**: Most dining chairs are sold in and priced as sets of 2, if NPP (Number Per Package) on the data sheet = 2 then build it as a set of two.
  - o Headboards and dresser mirrors as components unless standalone.

  Merchandising Strategy:

  - o The primary merchandising strategy must be **collection-based**. All items from a collection like "Kensington" should be heavily cross-linked on product pages.

- o For "Also Viewed," recommend other items in the same category (e.g., other coffee tables) or items from other collections with a similar style (e.g., "Modern Farmhouse").
- **Sort Weight Strategy**:
  - o Since bestsellers are not listed, sorting should follow a standard logical hierarchy.
  - o Prioritize by category: Bedroom, Dining Room, Living Room, Home Office, Entertainment.
  - o Within categories, sort by major "centerpiece" items first: Beds, Dining Tables, Sofas, Sectionals, followed by complementary items like Dressers, Chests, Nightstands, and Accent Tables.