

HAPPY — MODERN

A LITTLE GUIDE TO
FAB'S DNA



In 2014 we refined our focus and returned Fab to its proper design roots.

From that emerged a clear understanding and crystallization of our aesthetic, Happy Modern, and our target customer, Thirty-Somethings.

This booklet is intended to be a little guide to Fab's DNA—a foundational handbook for our team to build upon and carry forward.

Smile, you're designed to.

Jason

A stylized, handwritten signature in red ink, consisting of a large 'J' and 'G' connected together.



OUR MOTIVATION

To Brighten
People's Lives



OUR AMBITION

To Become
The World's
#1 Design
Destination



OUR TARGET CUSTOMER

Thirty-Somethings

**Our core customer is the
Thirty-Something design-lover.**

**An avid consumer and
communicator who takes
pride and inspiration from
the things around them.**



While Fab is for everyone,
we call our target customers
Thirty-Somethings for
simplicity's sake.

They are 25- to 45-year olds
who aspire to a modern,
urban-inspired lifestyle.







Thirty-something is
a life-stage and mindset.

Our customer is making
their way in their career.

They're on their second
or third apartment.

They're graduating from
cheap, disposable products
to Happy Modern products
that reflect and express
their personality and
sense of style.



HOW DO WE MEET THEIR NEEDS?

We offer the most compelling range
of Happy Modern lifestyle products.

We strive to know and anticipate
the wants and needs of
Thirty-Somethings better than
any other company.



WHAT MAKES FAB SPECIAL?

We are the design
technology company.

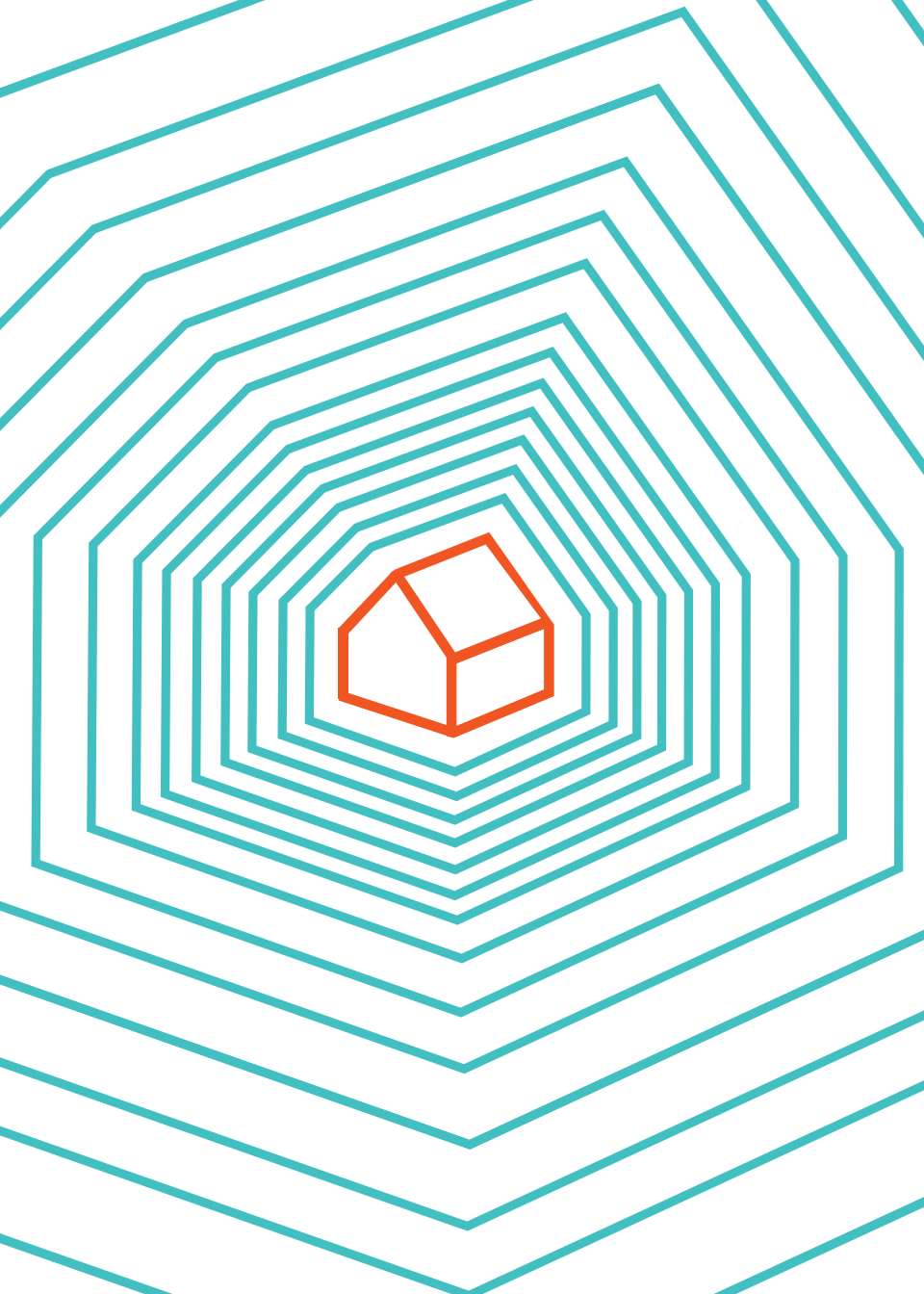
We innovate at the intersection
of product design and user
experience to make online
shopping more exciting, more
useful, and more convenient.

What is Happy Modern?





IT'S AN EMOTION



IT'S A WAY OF LIFE



IT'S US

OUR 12 PRINCIPLES OF HAPPY MODERN LIVING



INNOVATIVE

We look for products that reinvent classic concepts in a new and modern way.

SIMPLE

Uncluttered surfaces, pure lines
and simple materials—these are a few
of our favorite things.





Juxtaposition of
geometric shapes
and vibrant color.

OPTIMISTIC

Objects that make you smile,
inject a pop of life, invite you in,
and give you the urge to share.



Mixing design classics with work from emerging designers.





PLAYFUL

We're serious about fun design.
We like it Functional.
We like it Funny.

Sometimes we even go both ways.

INEXPENSIVE

We believe in choosing well,
not spending tons of money.

You don't have to be rich
to have good taste.





Simple and neutral
basics provide a canvas
for quirky and colorful
accents.



WELL MADE

We believe in originality and quality;
things that are made with care and that
you want live with and grow with.

PERSONAL

We strive to make every purchase feel unique and every product personal.

We help our customers design their own individual styles.





1950s but better
elast Ramis

A playful touch
of nostalgia.



TIMELESS

Classic design stays relevant forever.
It's a foundation of products that only
look more beautiful with age.

TASTEFUL

Our products are more than trendy
thrills and novelty items.

They add value to people's lives.



Bold mix of graphic prints
and wall art.





AUTHENTIC

We value products that honor their maker.
We believe in truth in design, material,
and function.

FUNCTIONAL

Good design solves problems,
opens up new possibilities
and makes life better.





ENGAGING

Great design connects people.



Layering textures,
materials and
patterns.

IMAGINATIVE

SIMPLE

OPTIMISTIC

PLAYFUL

INEXPENSIVE

WELL MADE

PERSONAL

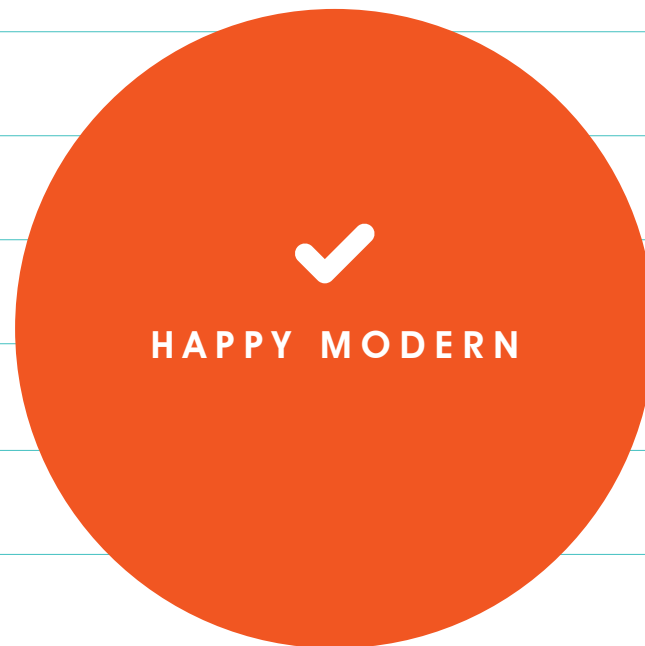
TIMELESS

TASTEFUL

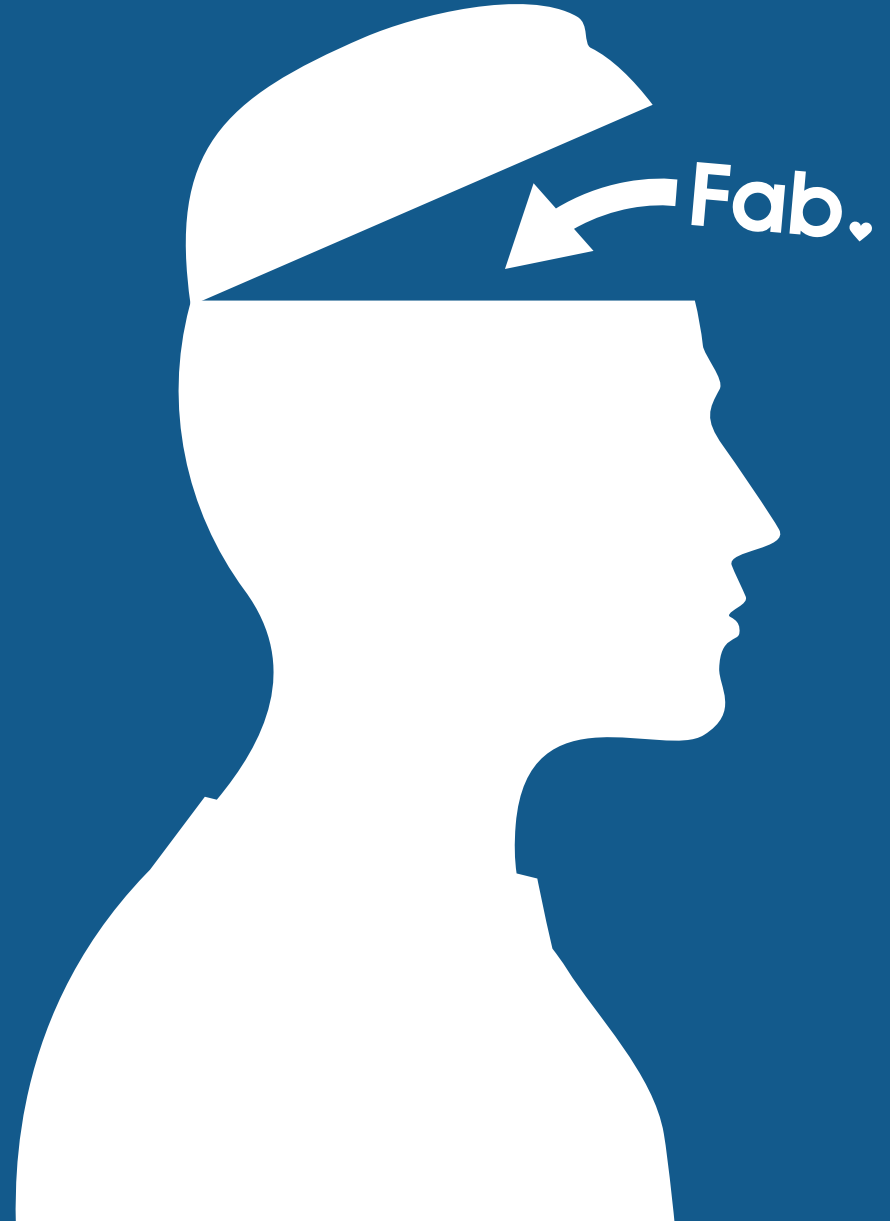
AUTHENTIC

FUNCTIONAL

ENGAGING



**We want to be as synonymous
to Happy Modern as Google is
to Search, and Facebook is
to Social Networking.**





WE'RE BUILDERS



OUR PRODUCT RANGE

To be the world's #1 design destination...

By offering the most compelling range of Happy Modern lifestyle products for Thirty-Somethings.

Featuring better design, value, and convenience than the competition. Delivered via innovative shopping experiences that excite, educate and instill trust. Powered by efficient retailing. Smiles. Guaranteed.

The Fab Happy Modern product range is focused on designs that help people express their personality and individual style.

Things we live with. Things we carry with us as reminders and expressions of who we are and what makes us smile.

We're not afraid to call Happy Modern a lifestyle; we're proud of it.

Happy Modern is all about celebrating life.

While ultimately the Fab Happy Modern product range could and may extend to any number of categories, in 2014 our range is focused on 3 main areas: Home, Art, and Personal Accessories.



Within the Home, we further segment into fast-ship furniture and custom bespoke furniture; lighting; and home essentials, including (but not limited to): bed & bath, kitchen and dining, pillows and throws and blankets, and rugs.

Personal Accessories covers a wide range of personal items for men and women, including: tech accessories, jewelry, bags, scarves, wallets, watches, and stationary.

FURNITURE



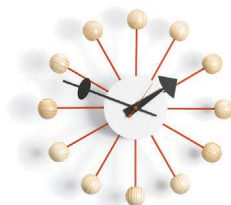
ART



JEWELRY



HOME



KITCHEN & DINING



BED & BATH



PERSONAL ACCESSORIES



Fab.♥

OUR POSITIONING



Fab.♥

IKEA

PRICE -

TARGET

DESIGN +

C B 2

WESTELM

& CRATE
BARREL

ANTHRO
POLOGIE

RESTORATION
HARDWARE

BO
CONCEPT

DESIGN
WITHIN
REACH

PRICE +

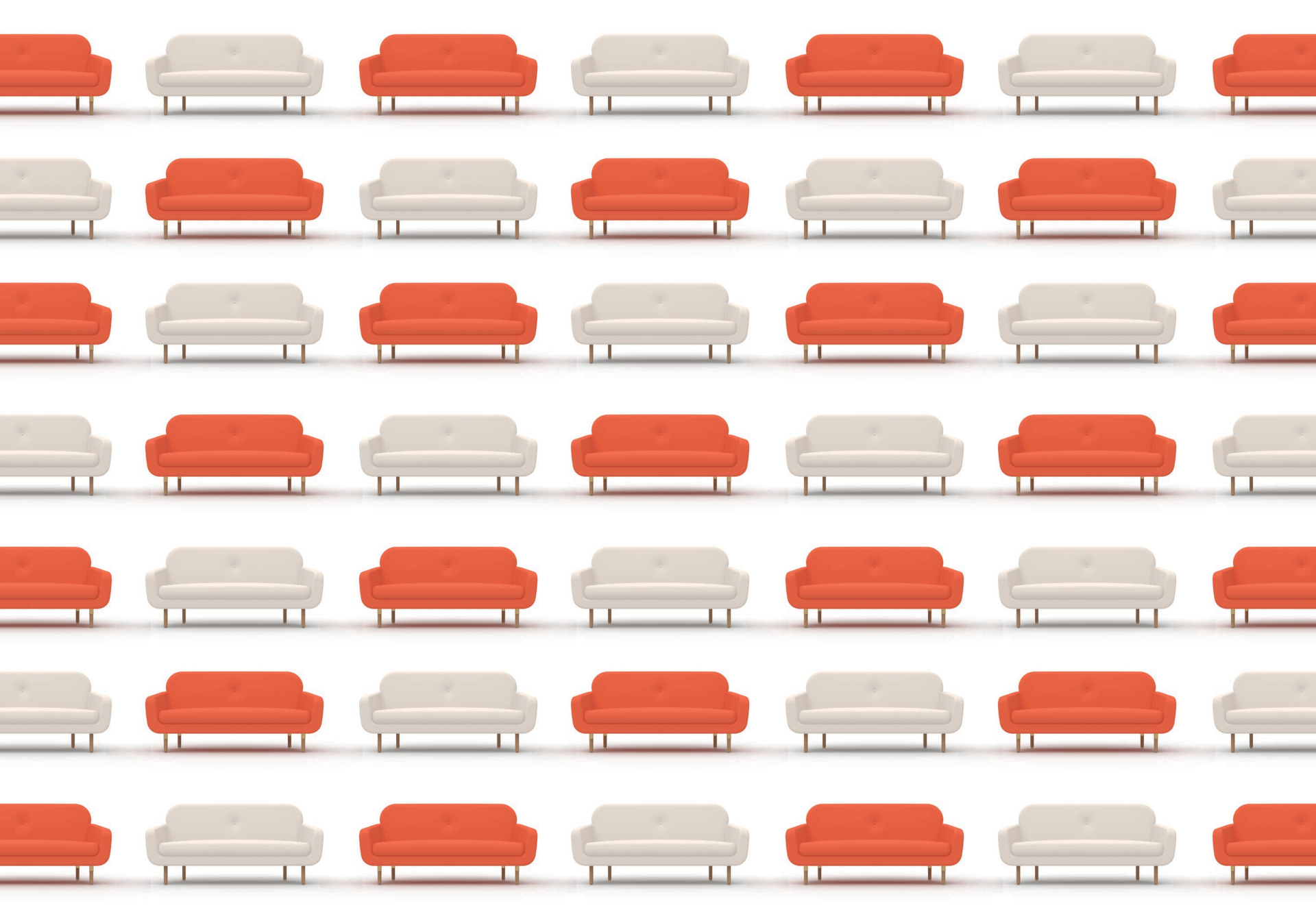
Happy Modern Living.
More exciting designs than them all.
More accessible than DWR.
Wider lifestyle range than home stores.
More daring than West Elm.
More feminine than CB2.
More modern than Anthropologie.

DESIGN -



THE BEST FOR THE MOST FOR THE LEAST

CHARLES EAMES





OUR TEAM

We know our customer because
we ARE our customer.



WHO ARE YOU?

I am a design nerd; an art champion;
a food appreciator and a dessert devour-er;
a greedy learner; a semi-nomad
and a walker / wanderer.



WHAT MAKES YOU HAPPY?

Music! I love music! I love food!

I love travel and discovery.

I love flowers and plants!

Being recognized for who I am and what
I can do... that makes me happy.



WHAT IS MODERN?

Modern is clean, graphic, simple, honest.
It is not a trend or a style. It is timeless.



HOW
WE
LIVE













THE HAPPY MODERN WORKPLACE

There are hundreds of Fab team members around the world.

Each comes to our mission with different backgrounds and experiences.

But, together, we are united in our motivation to brighten people's lives and in our ambition to be the world's #1 design destination.

How we realize this vision together is based on our Fab Values. These are not values that exist in the abstract, rather they are the practical Happy Modern Workplace values that we observe each day and that we endeavor to strengthen together.

We strive to create a work environment that challenges, excites, inspires, and brings out the best in our team members.

GOOD

BETTER

BEST

WE WILL

NEVER REST

UNTIL OUR GOOD

IS BETTER

AND OUR

BETTER

BEST



OUR VALUES

We have 5 simple but important
Happy Modern Workplace values
that personify everything we do.



Fab's success is entirely based on our banding together as a team to rise to our challenges and seize opportunities.

We will never be a one-man show.

We are only as good as our collective inputs. We strive to create a work environment that encourages teamwork and pushes down responsibility and accountability to every individual in the organization.

COLLA BORA TION



We are never done. We are constantly seeking new ways to solve problems and overcome challenges.

We want to lead the market, not just play in it. Doing so requires us to take risks, make mistakes, and sometimes even fail. We value learning and the journey as much as the results.

Every Fab team member is empowered and charged with figuring out new ways to grow the business, meet customer needs, and optimize our expenses.

We know that to succeed over the long term we must evolve and make big and small changes again and again and again.

INNO VA TION



Our customers will tell us if we are succeeding at being the world's #1 design destination. All of our decisions start and end with a simple question:
Will it benefit the customer?

That's why we are 100% committed to our Smile Guarantee as we know that over the long term our customers will trust us, rely on us, and recommend us if we are consistently good to them.

Sales go up and down;
service lasts forever.

CUSTOMER CENTRICITY



Retail is in the detail. It is equally important for us to scale our operating model as it is to grow top line sales.

That's why we are intensely focused on growing smart and containing costs.

That enables us to pass along lower prices to our customers while building a long-term sustainable business.

That's why we try to do more with less.

That's why we're scrappy and thrifty.

A dollar here, a dollar there — it adds up to lower costs which translates to lower prices and happier customers.

EFFICIENT RETAILING



Yes, we have big ambitions.
But, we are only going to succeed if
we are true to ourselves and to the
world around us. We show respect to
our co-workers, our customers,
and our suppliers.

We are friendly and generous.
We listen. We coach.

We admit our weaknesses as
individuals and as a company
and we strive to improve.

We embrace the struggle.
We earn it every day.

HUMI LITY

IN AN EVER CHANGING WORLD,
CHALLENGES NEVER END.





THE TINY

Fab Dictionary

Happy Modern:
The Fab DNA.

Thirty-Somethings:
Our target customer.

25- to 45-year-olds.

Progressive professionals.

The Fab customer is making their way in their career. They're on their second or third apartment.

They're graduating from cheap, disposable products—as best represented by Ikea—to Happy Modern products that reflect their personality and sense of style.

We're obsessed with understanding them and we aim to always anticipate and meet their needs.



Fab Original.
Any product that is designed and made exclusively for Fab.

Fab Exclusive.
Any product that is sold exclusively on Fab—either permanently or momentarily.



Fab Plus (also known as Fab+).

Any product that is in stock and eligible for fast, free shipping.



Designer Direct.

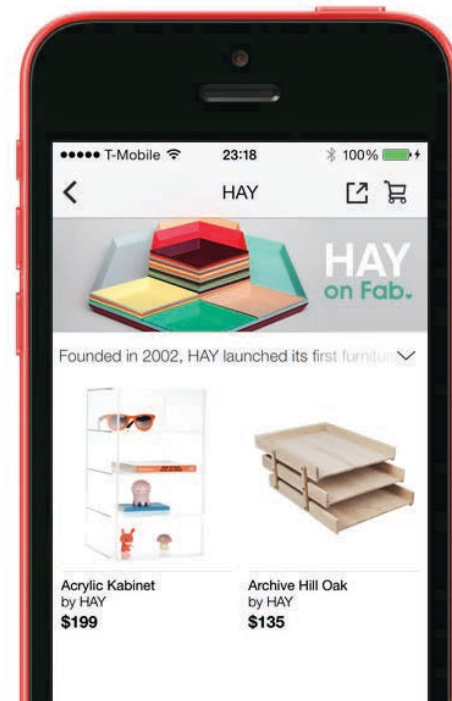
In order to offer Fab's customers access to thousands more products than we can realistically stock in our own warehouse, we offer a curated selection of products that ship directly from designers. These products may incur a small shipping fee and may take a bit longer to get to the customer, but we think they're worth it.

Smiles. Guaranteed.

Also known as our Smile Guarantee.

Our absolute promise to our customers that we will do whatever it takes to make them happy.

If a customer is not happy with their Fab purchase – for any reason – we will always go above and beyond to fix it.



Foundation Items.

Products that are intended to have a long lifecycle. Foundation items have a proven history of success (supported by data that they consistently sell well) and stay in the Fab shop for an extended period of time. Foundation items may be refreshed with added accessories, colorways, and materials.



Signature Collections.

A collection designed to brand Fab as a design destination and disrupt the market status quo on price, value, and convenience.

Collaborations.

Fab partners with outside designers to create products that can only be found on Fab.

We have 4 types of designer collaborations:

1. Marquee.

Fab partners with established entities with universal name recognition to create unique products for Fab.

2. Discovered.

Fab partners with designers who offer existing products exclusively to Fab.

3. Briefed.

Fab partners with designers who respond to a brief by Fab that is intended to fill a specific need.

4. Open Calls.

Fab evaluates responses to public briefs that any creative can submit to.



Licensing.

Fab partners with brands to attain rights to use their designs or art in fresh new products that are exclusive to Fab in exchange for a royalty fee.

Capsule Collections.

A thematic assortment of items that mix and match well together.

Designer Platform

An initiative intended to galvanize designers around the world to contribute their designs to Fab.



Fast Design.

A strategic tactic that enables Fab to regularly feature fresh design without taking on major inventory risk. It conveys newness and excitement to our customer base while providing valuable trend data about potential future inventory purchases.

**SMILE,
YOU'RE
DESIGNED
TO.**

SMILES.

GUARANTEED.

Fab.♥

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