



PRETTY IN PINK

ABOUT THE PROJECT

In 2015, when the Irvine, California-based cosmetics brand needed help creating an office space that reflected their fun, feminine brand, their president Jerrod Blandino knew exactly who to call.

WHAT MADE THE DIFFERENCE?

Blandino first spotted our crowd-pleasing Wit in September of 2014 when he served as a judge for our annual Wine & Design fundraiser and wine label design competition. In honor of breast cancer awareness month, we created a special edition Wit task chair outfitted in a custom, bright pink mesh (coincidentally, Too Faced's signature shade is also a bright, eye-catching pink). 100% of the proceeds from this chair were donated to The Common Thread for The Cure—an organization dedicated to supporting individuals and families in the furnishings industry who are fighting breast cancer.

WHAT'S NEXT

Blandino knew he had found his new office chair. He worked with our Orange County sales representative Rita Murase to have one of the chairs sent to the Too Faced offices. His employees immediately fell in love with the lightweight, easy-to-adjust, task chair. Blandino wasted no time and ordered over 100 of the custom mesh chairs (and then came back for a second order a few months later!).

INSTALL FACTS

Sales Rep: Rita Murase
(SOI Sales Executive)

Dealer: Tangram Interiors

Time Frame: October 2015 – March 2016

Product: SitOnIt Seating Wit,
Special Edition