

# Walmart launches online-exclusive furniture brand MoDRN

Walmart has introduced its own private label furniture brand called MoDRN, available exclusively online through the Walmart.com's home section and on Walmart-owned sites Jet.com and Hayneedle.com. Featuring nearly 650 items across every room in the house, the company says that MoDRN has been created for customers who embrace a modern aesthetic.



The furniture brand currently comprises three collections – Retro Glam, Refined Industrial and Scandinavian Minimal – with prices ranging from \$700 to \$899 for sofas, \$599 to \$649 for beds, \$20 to \$60 for barware, and \$199 to \$699 for indoor and outdoor dining tables and chairs.

The line incorporates high-end materials like velvet and performance leather upholstery fabrics, Carrara marble table tops, native and exotic veneers, hand-brushed metal and brass accents, and solid wood features in white oak and walnut. The strategy, says Walmart, is to provide the elevated look and feel that a shopper would typically find at a specialty store, without the elevated price tag.



MoDRN is set to become a core part of Walmart's home offering, with new furniture and décor launching seasonally. The launch comes nearly a year after Walmart.com's revamp of its home section, which Anthony Soohoo, senior vice president and group general manager of home and Walmart U.S. e-commerce, says resulted in a 35% boost in visits to that section of its website.



#### Ikea's African Överallt collection to be unveiled at Design Indaba Festival

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"While last year was all about creating this specialty shopping experience, this year, we're focused on doubling down on growing our assortment, starting with high-quality, on-trend collections that can only be found within the Walmart eCommerce family," says Soohoo.

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