



smarter  
FURNISHINGS

# Landing

Luxury Apartments

# The Partner

Landing approached Smarter Furnishings with a clear vision. They wanted a private-label collection of custom furnishings that reflected the elevated lifestyle promised to their residents. The project included furniture for bedrooms, dining rooms, and living spaces, with an emphasis on design, functionality, and quality.

From the very beginning, Smarter Furnishings worked side by side with the Landing design team. Every detail was carefully considered so that the finished products not only aligned with Landing's brand identity but also created a distinctive experience for residents.

## The Process

The partnership began with a trip overseas to meet our global operations team and explore manufacturing options. Within just 75 days, the first container of custom furniture was ready to ship, bringing Landing's vision to life faster than expected.

As Landing's business flourished, Smarter Furnishings expanded production across an eight-factory network and shipped more than 1,000 containers to five strategically located warehouses nationwide.

Our team provided transparency and consistency at every step by re-engineering products when needed, reducing costs, and ensuring each deliverable met Landing's exacting standards.

We became an extension of the Landing design team, closely overseeing production and streamlining logistics to deliver on both quality and timelines.



## The Outcome

Over the course of the partnership, Smarter Furnishings helped Landing bring a 150-SKU collection to life and then scale that collection nationwide. From the first container to the thousandth, the furnishings were delivered with precision and care. Bedrooms, dining rooms, and living spaces were outfitted with pieces that reflected thoughtful design, superior craftsmanship, and reliable execution.

The partnership became more than a supply chain solution. It grew into a collaboration built on trust, communication, and a shared commitment to excellence. By maintaining an on-site presence at the factories and overseeing every detail, Smarter Furnishings ensured that Landing's expectations were not only met but consistently exceeded.

"There is no other group that is more capable or respectful. How Smarter Furnishings does business is what makes them great. Expect them to go above and beyond to satisfy your contracts in the most positive way."

Procurement Director at Landing

This collaboration proved that with the right partner, ambitious ideas can scale quickly and successfully—delivering not just furniture, but confidence, trust, and spaces designed for the moments that matter.



We believe you  
deserve a partner that  
will give you peace of  
mind with proven  
furniture solutions.

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Smarter Furnishings is a trade name of Appalachian University Systems, Inc.

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