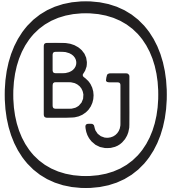


BURTON JAMES



ALTERNATIVES

EFFORTLESS STYLE, ENDLESS CUSTOMIZATION



PERFECTLY STYLISH,
PERFECTLY COMFORTABLE,
PERFECTLY
YOU

Our **ALTERNATIVES** program, widely acclaimed as our most popular program among designers, distinguishes itself by offering the widest array of configurations, along with the option to select your depth and height.

Featuring a selection of arm styles, base and leg options, and back and seat cushion styles, **ALTERNATIVES** offers you the ability to create the spaces you dream of.

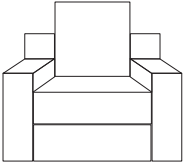
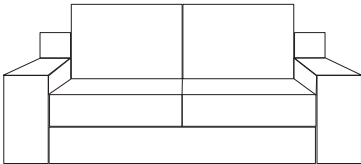
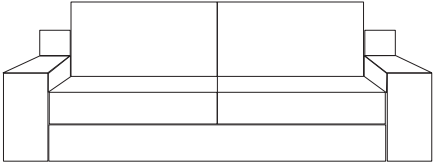
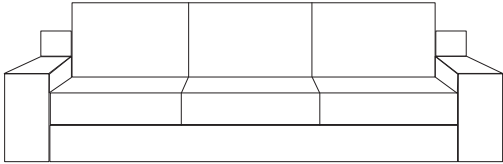
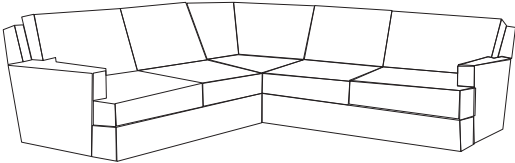
For questions, more information, or to request a custom quote, contact your sales representative or visit **BURTONJAMES.COM**.



STANDARD FEATURES

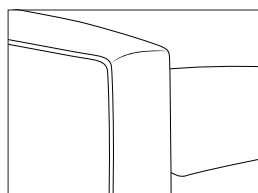
- Cloud 9 Seat Cushions
- Blend Down Back Cushions
- 8 Gauge Sinuous Springs
- Solid Kiln-Dried Wood Frame
- 20×20 Throw Pillows Included with Most Configurations
- All Pieces Available In:
 - Overall Depths: 36", 38", and 40"
 - Overall Back Heights: 34", 36", and 38"
 - Seat Height: 19"
 - Seat Cushions: 27"W
 - #10 Chair Cushion is 23"W
 - #22 Small Sofa Cushion is 30"W

STEP 1: CHOOSE YOUR STYLE, DEPTH, AND HEIGHT

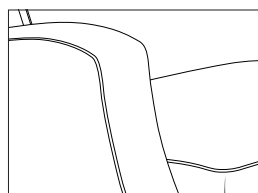
STYLE	OVERALL DEPTH	OVERALL HEIGHT
 ☐ #10 - 23" Chair + Arms ☐ #11 - Swivel Base UPCHARGE	☐ 36" (20" Seat Depth) ☐ 38" (22" Seat Depth) ☐ 40" (24" Seat Depth)	☐ 34" ☐ 36" ☐ 38"
 ☐ #20 - 54" Loveseat + Arms	☐ 36" (20" Seat Depth) ☐ 38" (22" Seat Depth) ☐ 40" (24" Seat Depth)	☐ 34" ☐ 36" ☐ 38"
 ☐ #22 - 60" Small Sofa + Arms	☐ 36" (20" Seat Depth) ☐ 38" (22" Seat Depth) ☐ 40" (24" Seat Depth)	☐ 34" ☐ 36" ☐ 38"
 ☐ #30 - 81" Sofa + Arms	☐ 36" (20" Seat Depth) ☐ 38" (22" Seat Depth) ☐ 40" (24" Seat Depth)	☐ 34" ☐ 36" ☐ 38"
 ☐ Sectional	SELECT SECTIONAL PIECES AT STEP 9. Options are only enabled if "sectional" is selected.	

STEP 2: CHOOSE YOUR ARM

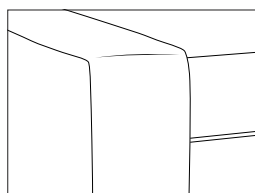
Select welting options at step 8. Contrast welting subject to upcharge. All arm options are 24"H.



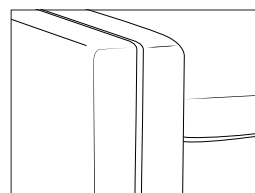
☐ **4" Track Arm**



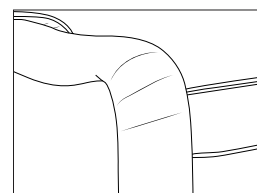
☐ **4" Deco Arm**



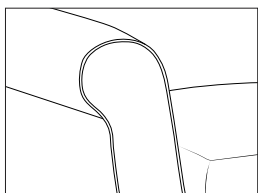
☐ **6" Track Arm**



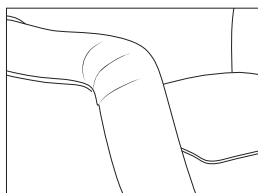
☐ **6" Split Track**
Includes ¼" Standard Welt



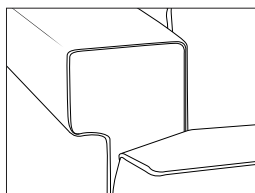
☐ **6" English Arm**



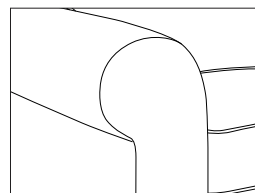
☐ **6" Dorset Arm**
Arm post is 4"W



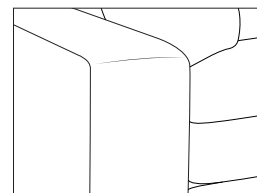
☐ **6" Bentley Arm**



☐ **6" Grand Arm**
Arm post is 4½"W

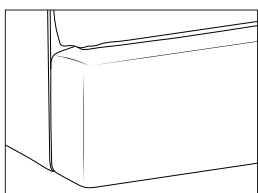


☐ **8" Sock Arm**
Arm post is 5¾"W



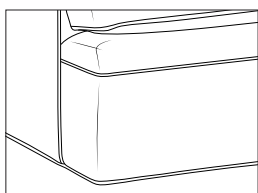
☐ **9" Track Arm**

STEP 3: CHOOSE YOUR BASE



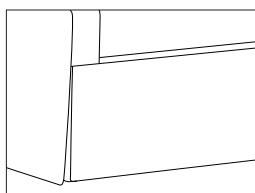
☐ **Plain**
*Hidden Leg**

☐ **Plain**
*Exposed Leg***

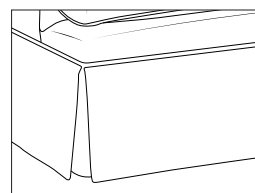


☐ **Banded**
*Hidden Leg**

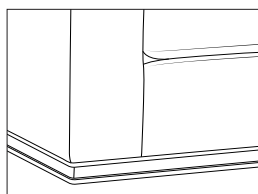
☐ **Banded**
*Exposed Leg***



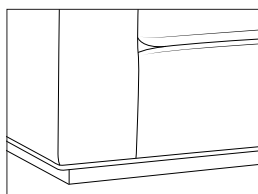
☐ **S-Flounce Skirt**
*Hidden Leg**



☐ **T-Flounce Skirt**
*Hidden Leg**



☐ **Molded Wood Base**
UPCHARGE



☐ **Recessed Wood Plinth Base**
UPCHARGE

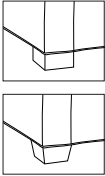
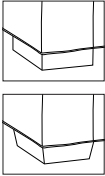
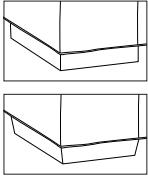
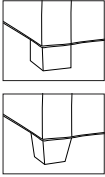
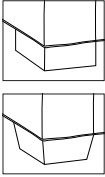
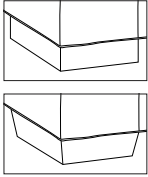
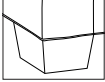
*Hidden leg finish is Black Walnut.

**Choose leg and base wood finish at step 4. Base is shortened proportionally to exposed leg height.

STEP 4: CHOOSE YOUR LEG AND WOOD FINISH

EXPOSED LEG OPTIONS

Select your leg design below. Available options correspond to the arm style selected in Step 2.

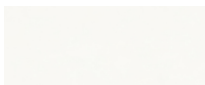
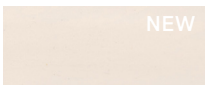
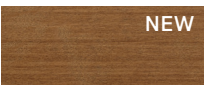
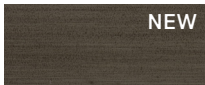
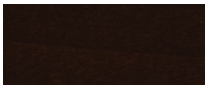
4" Arms, Dorset & Grand Arms	6" Arms & Sock Arm	9" Track Arm
3.75"W x 2"H ☐ BLOCK ☐ TAPER (1/2" SMALLER AT BOTTOM) 	5.75"W x 2"H ☐ BLOCK ☐ TAPER (1/2" SMALLER AT BOTTOM) 	8.75"W x 2"H ☐ BLOCK ☐ TAPER (1/2" SMALLER AT BOTTOM) 
3.75"W x 3.5"H ☐ BLOCK ☐ TAPER (1" SMALLER AT BOTTOM) 	5.75"W x 3.5"H ☐ BLOCK ☐ TAPER (1" SMALLER AT BOTTOM) 	8.75"W x 3.5"H ☐ BLOCK ☐ TAPER (1" SMALLER AT BOTTOM) 
3.75"W x 5"H ☐ TAPER (1 1/4" SMALLER AT BOTTOM) 	5.75"W x 5"H ☐ TAPER (1 1/4" SMALLER AT BOTTOM) 	8.75"W x 5"H ☐ TAPER (1 1/4" SMALLER AT BOTTOM) 

Note: Listed dimensions reflect overall leg measurements and may vary slightly due to handcrafted construction.

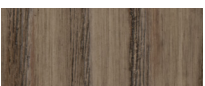
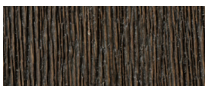
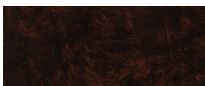
WOOD FINISH OPTIONS

Select one finish for your exposed base or legs. Hidden legs are finished in Black Walnut.

Standard Wood Finishes

	 NEW	 NEW	 NEW		
☐ Dove	☐ Salt	☐ Seal	☐ Fawn	☐ Slate	☐ Antique Brown
 NEW	 NEW	 NEW			
☐ River Rock	☐ Charcoal	☐ Iron	☐ Umber	☐ Black Walnut	

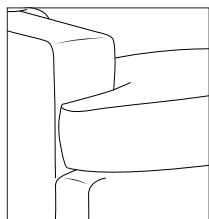
Premium Wood Finishes UPCHARGE

 NEW				 NEW
☐ Alabaster	☐ Linen	☐ Sand	☐ Cavalier	☐ Pumice
	 NEW			
☐ Rustic Gray	☐ Graphite	☐ French Walnut	☐ Old Oak	

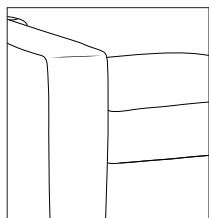
STEP 5: CHOOSE YOUR SEAT SHAPE & SEAT FILL

Select welting options at step 8. Contrast welting subject to upcharge.

SEAT SHAPE



☐ T-Cushion



☐ Square Cushion

SEAT FILL

☐ **Cloud 9 (Standard Fill)**

High-resiliency (HR) foam wrapped in two layers of D91, a specialty hollow-core polyester fiber designed for softness and recovery. Encased in a down-proof cover, this is our most popular cushion fill, featuring a distinctive crown and a plush sitting experience.

☐ **Luxe Aire (No Additional Charge)**

Firmer HR foam wrapped in polyester fiber, which is then encased with a fabric cover. Luxe Aire offers a clean and tidy silhouette due to its firmer sit with minimal crown and is recommended for large bench seats if minimizing fabric wrinkles is desired.

☐ **Down Supreme (Upcharge)**

HR foam core encased in a channeled, down-proof envelope filled with 90% feather and 10% down. This option delivers both supportive comfort and an indulgent feel. Regular fluffing is recommended to maintain loft and minimize comfort wrinkles that naturally occur with feather and down fills.

☐ **Spring Down (Upcharge)**

A *Marshall (pocket coil) spring system, wrapped in foam and encased in a down-proof envelope filled with a blend of 90% feather and 10% down. Combines resilient internal support with the softness of feather and down for a refined sitting experience.

☐ **Trillum (Upcharge)**

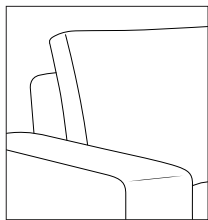
HR foam core encased in a channeled, down-proof envelope that is filled with 100% synthetic fiber. A hypoallergenic alternative to natural down and feather, this cushion offers a soft, luxurious feel with great recovery and minimal maintenance.



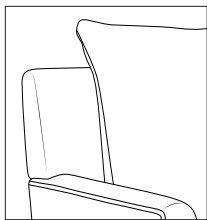
STEP 6: CHOOSE YOUR BACK SHAPE & BACK FILL

Select welting options at step 8. Contrast welting subject to upcharge.

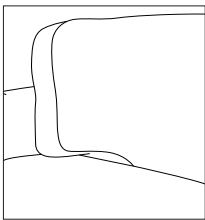
BACK SHAPE



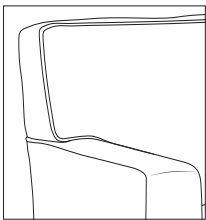
☐ Square Boxed



☐ Knife Edge



☐ T-Boxed



☐ Tight Boxed*

BACK FILL *BACK FILL CANNOT BE SELECTED WHEN TIGHT BOXED IS CHOSEN

☐ Blend Down (Standard Fill)

A balanced blend of 50% polyester fiber, 45% feather, and 5% down, enclosed in a channeled, down-proof cover. This is our standard back cushion fill for most styles, offering inviting support and a comfortably weighted feel.

☐ Regalaire (No Additional Charge)

A firmer fill of 100% polyester fiber, enclosed in a non-channeled, down-proof cover. Provides supportive, structured comfort.

☐ Down Supreme (Upcharge)

A luxurious fill of 90% feather and 10% down, enclosed in a channeled, down-proof cover. Delivers plush, indulgent comfort with a natural loft.

☐ Trillium (Upcharge)

A hypoallergenic alternative featuring soft, blown synthetic fiber inside a channeled, down-proof cover. Mimics the plush comfort of feather and down with less maintenance.

STEP 7: CHOOSE YOUR FABRIC OR LEATHER

Any fabric from our Burton James collection, COM, or COL can be used. Refer to price list for pricing.

PATTERN: _____

COLOR: _____

STEP 8: FINISHING TOUCHES

WELTING

Welt Location + Type

BODY

- ☐ NONE
- ☐ 1/4" SELF WELT
- ☐ 1/8" SELF WELT
- ☐ 1/4" CONTRAST WELT
UPCHARGE
- ☐ 1/8" CONTRAST WELT
UPCHARGE

ARM

- ☐ NONE
- ☐ 1/4" SELF WELT
- ☐ 1/8" SELF WELT
- ☐ 1/4" CONTRAST WELT
UPCHARGE
- ☐ 1/8" CONTRAST WELT
UPCHARGE

SEAT CUSHION

- ☐ NONE
- ☐ 1/4" SELF WELT
- ☐ 1/8" SELF WELT
- ☐ 1/4" CONTRAST WELT
UPCHARGE
- ☐ 1/8" CONTRAST WELT
UPCHARGE

BACK CUSHION

- ☐ NONE
- ☐ 1/4" SELF WELT
- ☐ 1/8" SELF WELT
- ☐ 1/4" CONTRAST WELT
UPCHARGE
- ☐ 1/8" CONTRAST WELT
UPCHARGE

CONTRAST WELT FABRIC PATTERN: _____

CONTRAST WELT FABRIC COLOR: _____

NAILHEADS UPCHARGE | STANDARD DOES NOT INCLUDE NAILHEADS

Nailhead Size SHOWN TO SCALE | PICK ONE

☐ None



☐ Small: 7/16"



☐ Medium: 3/4"



☐ Large: 1"

Nailhead Finish 7/16" SHOWN | PICK ONE



☐ FRENCH
NATURAL



☐ PEWTER



☐ NICKEL



☐ BRIGHT
GOLD



☐ ANTIQUE
BRASS



☐ BLACK
PEARL



☐ BRONZE

Nailhead Spacing

☐ HEAD-TO-HEAD

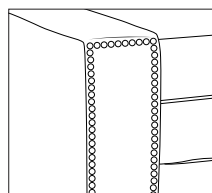


☐ ONE ON, ONE OFF

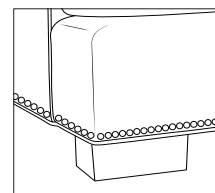


Nailhead Location

☐ ARMS



☐ BODY/BASE



*Images are representations only. For true match please refer to physical samples.
Premium finishes and nailheads subject to additional charge.*

STEP 9: CHOOSE YOUR SECTIONAL PIECES

Options are only enabled if "sectional" is selected at step 1 (page 4).

OVERALL DEPTH

- ☐ 36" (20" Seat Depth)
- ☐ 38" (22" Seat Depth)
- ☐ 40" (24" Seat Depth)

OVERALL HEIGHT

- ☐ 34"
- ☐ 36"
- ☐ 38"

KEY:

ARMS

BACK

THROW PILLOW

SOFAS/CHAIR

23"

D"

#10

CHAIR

23" + ARMS

#11

SWIVEL CHAIR

(UPCHARGE)

23" + ARMS

34"

22"

#00

OTTOMAN

34"

54"

D"

#20

54" LOVESEAT

54" + ARMS

60"

D"

#22

60" SMALL SOFA

60" + ARMS

81"

D"

#30

81" SOFA

81" + ARMS

RIGHT ARM

27"

D"

#71

RIGHT ARM FACING/
LEFT SIDE ARMLESS

27" + ARM

54"

D"

#72

RIGHT ARM FACING/
LEFT SIDE ARMLESS

54" + ARM

81"

D"

#73

RIGHT ARM FACING/
LEFT SIDE ARMLESS

81" + ARM

108"

D"

#94

RIGHT ARM FACING/
LEFT SIDE ARMLESS

108" + ARM

LEFT ARM

27"

D"

#61

LEFT ARM FACING/
RIGHT SIDE ARMLESS

27" + ARM

54"

D"

#62

LEFT ARM FACING/
RIGHT SIDE ARMLESS

54" + ARM

81"

D"

#63

LEFT ARM FACING/
RIGHT SIDE ARMLESS

81" + ARM

108"

D"

#84

LEFT ARM FACING/
RIGHT SIDE ARMLESS

108" + ARM

ARMLESS

27"

D"

#81

1-CUSHION
ARMLESS

27"

54"

D"

#82

2-CUSHION
ARMLESS

54"

81"

D"

#53

3-CUSHION
ARMLESS

81"

108"

D"

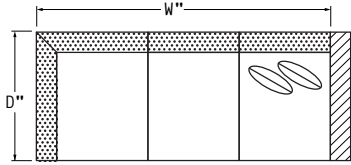
#04

4-CUSHION
ARMLESS

108"

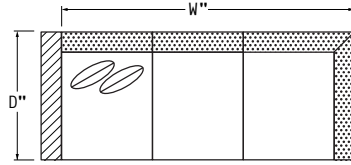
Images are not to scale.

CORNER/RIGHT ARM



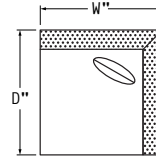
#33
RIGHT ARM FACING/
LEFT SIDE CORNER
89''/91''/93'' + ARM

CORNER/LEFT ARM

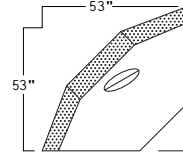


#23
LEFT ARM FACING/
RIGHT SIDE CORNER
89''/91''/93'' + ARM

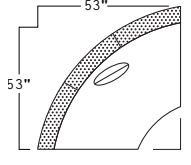
CORNERS



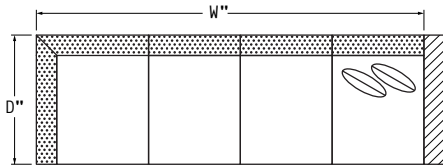
#41
CORNER
36''/38''/40''



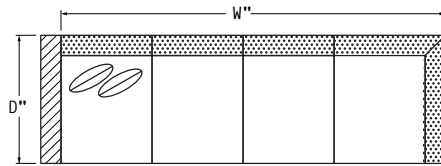
#87
WEDGE CORNER
53''



#86
CURVE CORNER
53''

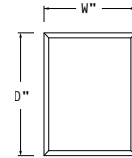


#34
RIGHT ARM FACING/
LEFT SIDE CORNER
116''/118''/120'' + ARM



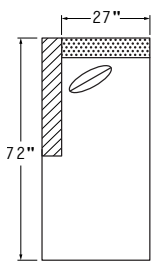
#24
LEFT ARM FACING/
RIGHT SIDE CORNER
116''/118''/120'' + ARM

SECTIONAL TABLE

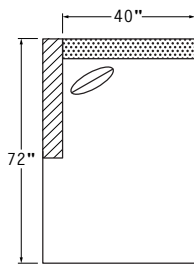


#108
SECTIONAL TABLE
Select finish at step 10

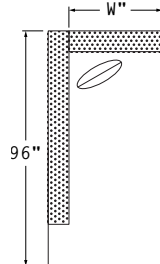
CHAISE/LEFT ARM



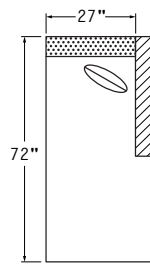
#74
LEFT ARM FACING/
RIGHT SIDE ARMLESS
27'' + ARM



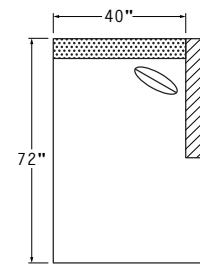
#76
LEFT ARM FACING/
RIGHT SIDE ARMLESS
40'' + ARM



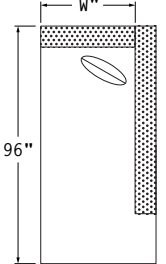
#99 LFBC
LEFT FACING
BUMPER CHAISE



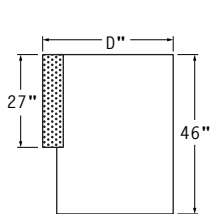
#64
RIGHT ARM FACING/
LEFT SIDE ARMLESS
27'' + ARM



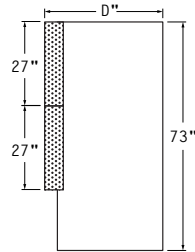
#66
RIGHT ARM FACING/
LEFT SIDE ARMLESS
40'' + ARM



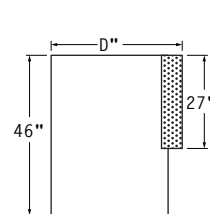
#89 RFBC
RIGHT FACING
BUMPER CHAISE



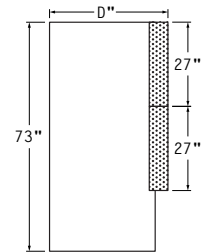
#75
LEFT BUMPER
46''



#77
LEFT BUMPER
73''

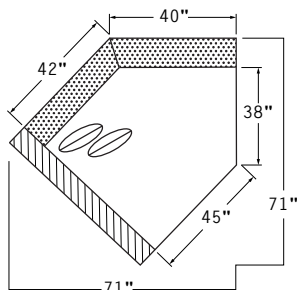


#65
RIGHT BUMPER
46''

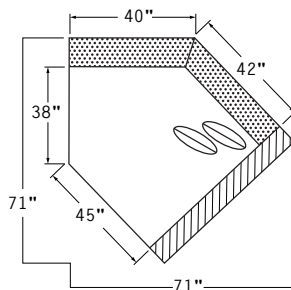


#67
RIGHT BUMPER
73''

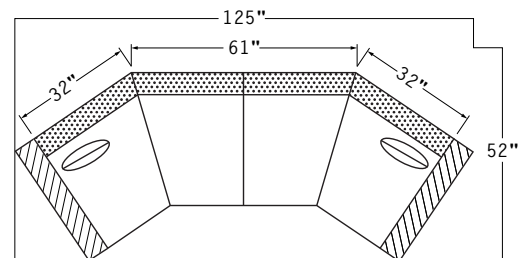
CORNERS/ARMS



#68
LEFT ARM FACING POD
71''



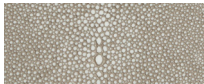
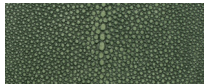
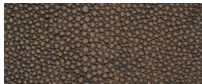
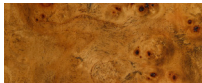
#78
RIGHT ARM FACING POD
71''



#85
ANGLE SOFA
125''

STEP 10: SECTIONAL TABLE

Reference step 4 for wood finishes.

				Standard	☐ Wood Finish _____
☐ Blanc Faux Shagreen	☐ Sand Faux Shagreen	☐ Juniper Faux Shagreen	☐ Dark Mushroom Faux Shagreen		
				Premium	☐ Wood Finish _____
☐ Umber Faux Horn	☐ Dark Grey Faux Horn	☐ Faux Tortoise	☐ Poplar Burl		
					
☐ Walnut					

Images are representations only. For true match please refer to physical samples.
Premium finishes subject to additional charge.



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