

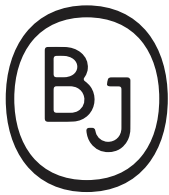
# BURTON JAMES



## DESIGNER'S CHOICE

TALL, TIMELESS, & TAILORED FOR YOU





# CREATE THE ULTIMATE CROWD-PLEASER

The **DESIGNER'S CHOICE** program offers a luxurious combination of deep seating and high-back options for ultimate class and comfort. With a number of different arm, cushion, and leg styles to choose from, you can make your perfect piece a reality, no matter the project. Soft and sophisticated, each silhouette is unrivaled in every way, ready to make a statement in any install.

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

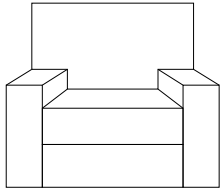
## STANDARD FEATURES

- Cloud 9 Seat Cushions
- Blend Down Back Cushions
- 8 Gauge Sinuous Springs
- Solid Kiln-Dried Wood Frame
- Standard Dimensions:
  - Depth: 41"
  - Height: 39"
  - Seat Depth: 24"
  - Seat Height: 20"
  - Seat Cushions\*: 30"W
  - \*#10 chair cushion is 24"W
  - #30 sofa cushions are 38"W
- 20×20 Throw Pillows Included with Most Configurations.

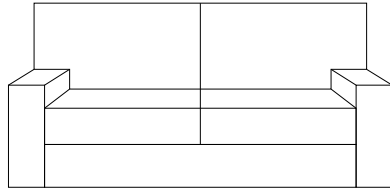
## UPCHARGES

- Other Cushion Fills
- Nailheads
- Premium Wood Finishes
- Welting
- 8-Way Hand Tied Springs
- Custom Sizes Available:
  - Width, Depth, or Height

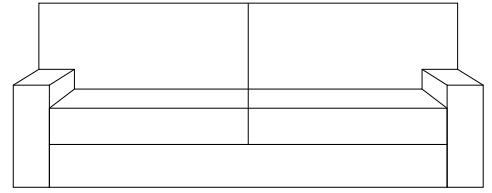
## STEP 1: CHOOSE A STYLE



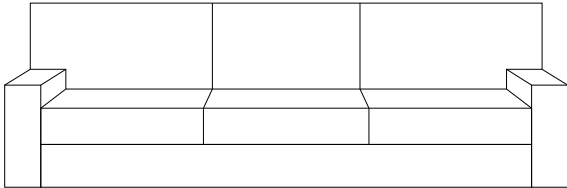
- ☐ **#10 - Chair**  
☐ **#11 - Swivel Base** UPCHARGE  
 24"W + ARMS x 41"D



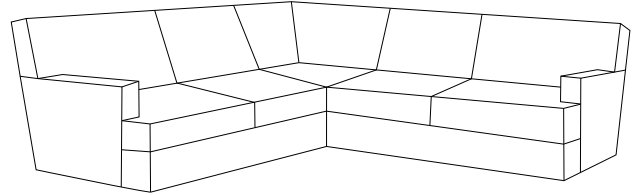
- ☐ **#20 - 60" Loveseat**  
 60"W + ARMS x 41"D



- ☐ **#30 - 76" Small Sofa + Arms**  
 76"W + ARMS x 41"D



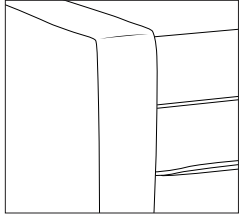
- ☐ **#40 - 90" Sofa + Arms**  
 90"W + ARMS x 41"D



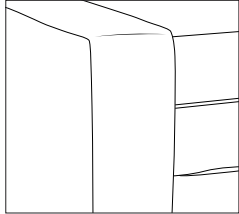
- ☐ **Sectional**  
 Select configurations at step 8.

## STEP 2: CHOOSE AN ARM

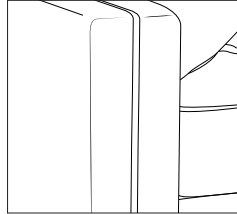
Select welting options at step 7. Welting subject to upcharge. All arm options are 26"H.



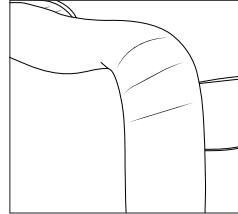
- ☐ **4" Track Arm**



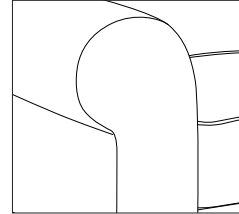
- ☐ **6" Track Arm**



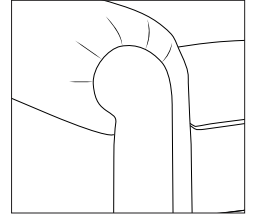
- ☐ **6" Split Track**  
*Includes ¼" Standard Welt*



- ☐ **6" English Arm**

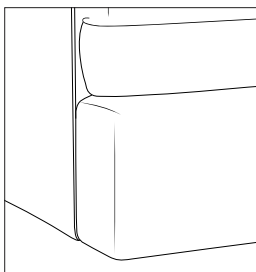


- ☐ **8" Sock Arm**  
*Arm post is 6"W*

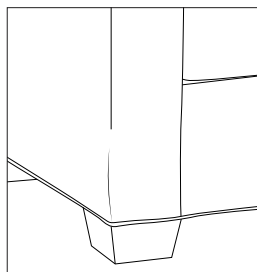


- ☐ **8" Panel Arm**  
*Arm post is 6½"W*

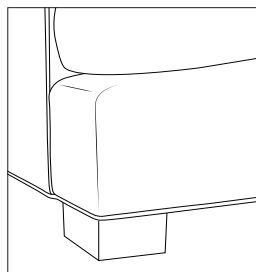
## STEP 3: CHOOSE A BASE OR LEG



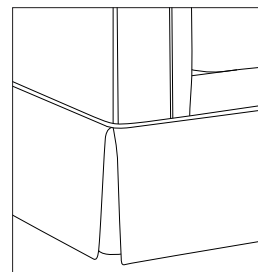
- ☐ **Plain**  
*(Hidden Leg\*)*



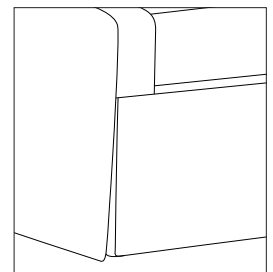
- ☐ **Tapered Block Leg\*\***



- ☐ **Block Leg\*\***



- ☐ **T-Flounce Skirt**  
*(Hidden Leg\*)*



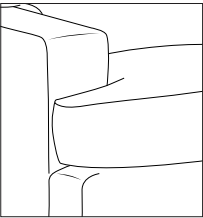
- ☐ **S-Flounce Skirt**  
*(Hidden Leg\*)*

\*Hidden leg finish is Black Walnut.

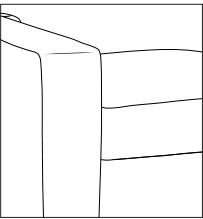
\*\*Choose wood finish at step 7.

## STEP 4: CHOOSE YOUR SEAT SHAPE & SEAT FILL

### 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)

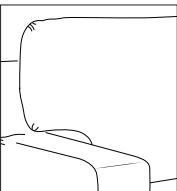
A \*Marshall (pocket coil) spring system, wrapped in foam and encased in a down-proof envelope filled with a blend of 90% feather and 10% down. Combines resilient internal support with the softness of feather and down for a refined sitting experience.

☐ Trillum (Upcharge)

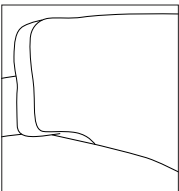
HR foam core encased in a channeled, down-proof envelope that is filled with 100% synthetic fiber. A hypoallergenic alternative to natural down and feather, this cushion offers a soft, luxurious feel with great recovery and minimal maintenance.

## STEP 5: CHOOSE YOUR BACK SHAPE & BACK FILL

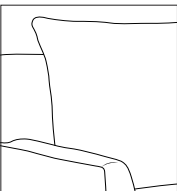
### BACK SHAPE



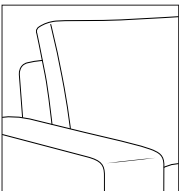
☐ T-Knife Edge



☐ T-Boxed



☐ Square Knife Edge



☐ Square Boxed

### BACK FILL

☐ 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.

☐ Trillum (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 6: 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 7: ADD YOUR FINISHING TOUCHES

Select your wood leg finish, nailheads, and welting.





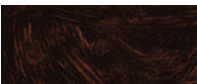
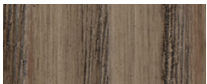
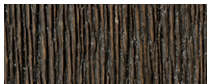
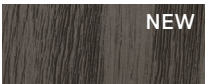
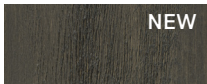
### WOOD LEG FINISHES PICK ONE | HIDDEN LEG DEFAULT FINISH: BLACK WALNUT

*Finish images are for reference only. Each handcrafted finish will vary. Please refer to physical samples for the most accurate representation.*

#### Standard Wood Finishes

 <b>NEW</b>	 <b>NEW</b>	 <b>NEW</b>	 <b>NEW</b>		
<input type="checkbox"/> Dove	<input type="checkbox"/> Salt	<input type="checkbox"/> Seal	<input type="checkbox"/> Fawn	<input type="checkbox"/> Slate	<input type="checkbox"/> Antique Brown
 <b>NEW</b>	 <b>NEW</b>	 <b>NEW</b>			
<input type="checkbox"/> River Rock	<input type="checkbox"/> Charcoal	<input type="checkbox"/> Iron	<input type="checkbox"/> Umber	<input type="checkbox"/> Black Walnut	

#### Premium Wood Finishes **UPCHARGE**

 <b>NEW</b>				
<input type="checkbox"/> Alabaster	<input type="checkbox"/> Linen	<input type="checkbox"/> Sand	<input type="checkbox"/> French Walnut	<input type="checkbox"/> Old Oak
		 <b>NEW</b>	 <b>NEW</b>	
<input type="checkbox"/> Cavalier	<input type="checkbox"/> Rustic Gray	<input type="checkbox"/> Pumice	<input type="checkbox"/> Graphite	

## WELTING

### 1. SELECT WELT TYPE

<input type="checkbox"/> NONE	<input type="checkbox"/> SELF WELT UPCHARGE	<input type="checkbox"/> CONTRAST WELT UPCHARGE <i>(Provide fabric details below)</i>
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### 2. SPECIFY WELT LOCATION

<b>BODY ONLY</b>	<b>CUSHIONS ONLY</b>	<input type="checkbox"/> <b>ALL OVER</b> <i>(Includes all body areas and all cushions)</i>
<input type="checkbox"/> BASE	<input type="checkbox"/> SEAT CUSHIONS	
<input type="checkbox"/> ARMS	<input type="checkbox"/> BACK CUSHIONS	
<input type="checkbox"/> BACK		

**Note:** Welt applied to the Body is charged as a single upcharge, regardless of the number of Body locations selected. Welt applied to Seat Cushions and Back Cushions is charged per cushion category. The All Over option reflects built-in savings compared to selecting categories individually.

Self welt pricing is shown within each item's column in the price list. Contrast welt upcharges are outlined in Section T by fabric grade. When possible, include a diagram to ensure welting details are applied correctly.

### 3. SELECT WELT SIZE

<input type="checkbox"/> 1/4" STANDARD WELT	<input type="checkbox"/> 1/8" MICRO WELT
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**CONTRAST WELT FABRIC** *(Required if Contrast Welt is selected)*

PATTERN: \_\_\_\_\_ COLOR: \_\_\_\_\_

STEP 7: ADD YOUR FINISHING TOUCHES (CONTINUED)

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

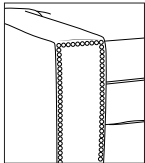
  
☐ BRONZE

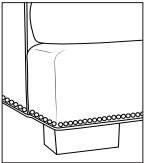
Nailhead Spacing

☐ HEAD-TO-HEAD  


☐ ONE ON, ONE OFF  


Nailhead Location

☐ ARMS  


☐ BODY/BASE  



STEP 8:

CHOOSE YOUR SECTIONAL PIECES

CREATE THE PERFECT CONFIGURATION FOR YOUR DESIGN NEEDS FROM OVER 20 OPTIONS.

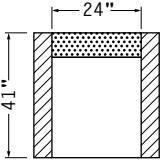
KEY:


 ARMS

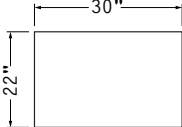
 BACK

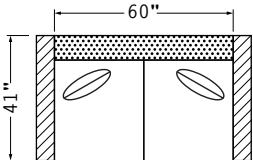
 THROW PILLOW

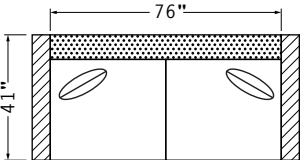
SOFAS/CHAIR

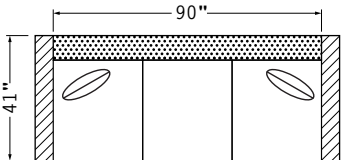
  
☐ #10 CHAIR  
24" + ARMS

  
☐ #11 SWIVEL CHAIR (UPCHARGE)  
24" + ARMS

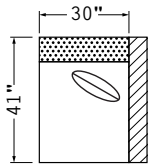
  
☐ #00 OTTOMAN  
41"

  
☐ #20 60" LOVESEAT  
60" + ARMS

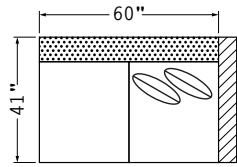
  
☐ #30 76" SOFA  
76" + ARMS

  
☐ #40 90" SOFA  
90" + ARMS

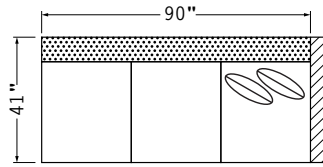
## RIGHT ARM



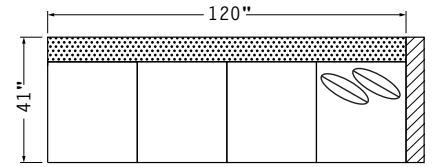
☐ #71  
RIGHT ARM FACING/  
LEFT SIDE ARMLESS  
30" + ARM



☐ #72  
RIGHT ARM FACING/  
LEFT SIDE ARMLESS  
60" + ARM

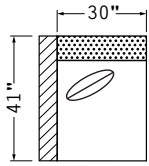


☐ #73  
RIGHT ARM FACING/  
LEFT SIDE ARMLESS  
90" + ARM

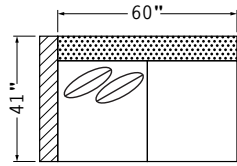


☐ #94  
RIGHT ARM FACING/  
LEFT SIDE ARMLESS  
120" + ARM

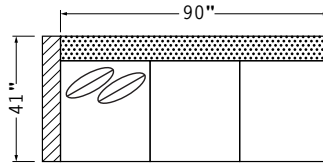
## LEFT ARM



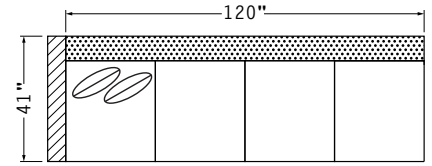
☐ #61  
LEFT ARM FACING/  
RIGHT SIDE ARMLESS  
30" + ARM



☐ #62  
LEFT ARM FACING/  
RIGHT SIDE ARMLESS  
60" + ARM

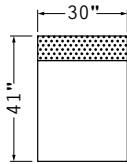


☐ #63  
LEFT ARM FACING/  
RIGHT SIDE ARMLESS  
90" + ARM

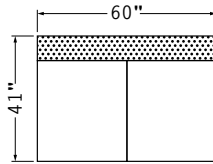


☐ #84  
LEFT ARM FACING/  
RIGHT SIDE ARMLESS  
120" + ARM

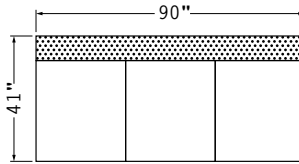
## ARMLESS



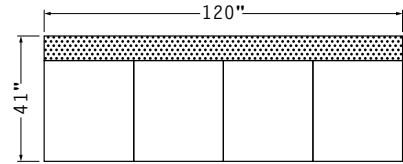
☐ #81  
1-CUSHION  
ARMLESS  
30"



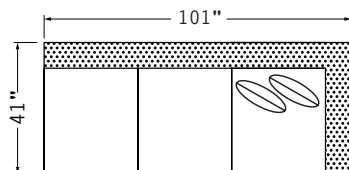
☐ #82  
2-CUSHION  
ARMLESS  
60"



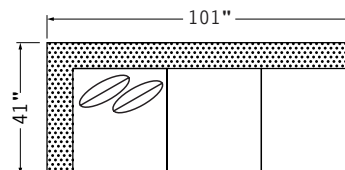
☐ #53  
3-CUSHION  
ARMLESS  
90"



☐ #04  
4-CUSHION  
ARMLESS  
120"



☐ #83  
RIGHT SIDE CORNER/  
LEFT SIDE ARMLESS  
101" + ARM

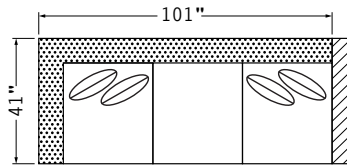


☐ #93  
LEFT SIDE CORNER/  
RIGHT SIDE ARMLESS  
101" + ARM



## STEP 8: (CONTINUED)

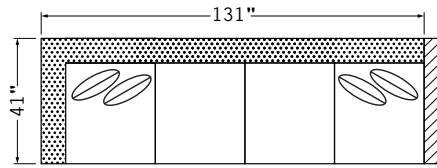
### CORNER/RIGHT ARM



□ #33

RIGHT ARM FACING/  
LEFT SIDE CORNER

101" + ARM

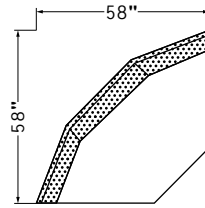


□ #34

RIGHT ARM FACING/  
LEFT SIDE CORNER

131" + ARM

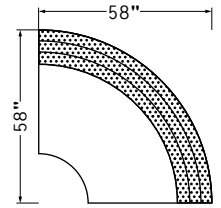
### CORNER



□ #87

WEDGE CENTER

58"

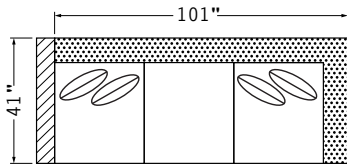


□ #86

CURVE

58"

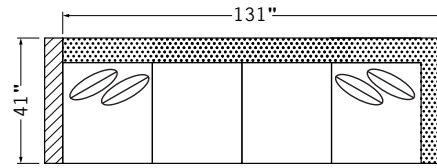
### CORNER/LEFT ARM



□ #23

LEFT ARM FACING/  
RIGHT SIDE CORNER

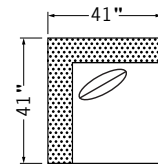
101" + ARM



□ #24

LEFT ARM FACING/  
RIGHT SIDE CORNER

131" + ARM

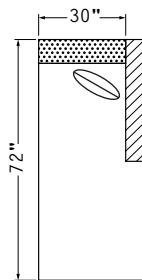


□ #41

CORNER

41"

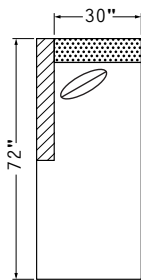
### CHAISE



□ #64

RIGHT ARM FACING/  
LEFT SIDE ARMLESS

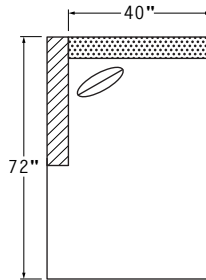
30" + ARM



□ #74

LEFT ARM FACING/  
RIGHT SIDE ARMLESS

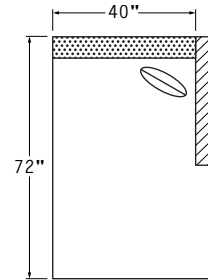
30" + ARM



□ #76

LEFT ARM FACING/  
RIGHT SIDE ARMLESS

40" + ARM



□ #66

RIGHT ARM FACING/  
LEFT SIDE ARMLESS

40" + ARM

*Images are not to scale.*



# BURTON JAMES

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