Urban Styles Furniture Store Introduces Room Package Program Across Indiana Locations

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INDIANAPOLIS, IN - December 08, 2025 -
Urban Styles Furniture has introduced a new room package program for December and January 2026, consolidating furniture purchasing into coordinated seven-piece sets at its five Indiana locations. The Indianapolis Furniture Store initiative responds to changing consumer purchasing patterns during the winter season.

The program features room packages that include a sofa, loveseat, coffee table, two end tables, and two lamps, priced at $1,399. The company has structured the offering to include various room configurations beyond the standard living room arrangement, with pricing tiers based on the number of items selected.

"The introduction of this package program reflects shifts in how consumers approach furniture purchasing during the winter months," said Fred Isaac, CEO at Urban Styles Furniture. "Market data indicates increased interest in complete room solutions during January, when household reorganization typically peaks."

The timing aligns with industry trends showing heightened furniture purchasing activity in the post-holiday period. According to furniture retail analytics, January represents one of the peak months for home furnishing

updates as consumers implement new year household changes. The National Home Furnishings Association reports that coordinated room packages account for approximately 35 percent of furniture sales during the first quarter, representing a significant segment of annual retail activity.

Urban Styles Furniture maintains an inventory of over one million items across multiple categories, including living room, bedroom, dining room, office, and outdoor furniture. The company's product catalog encompasses furniture pieces ranging from bookcases and benches to sectionals and sleepers, organized by room type and function. The extensive inventory allows the company to support multiple package configurations throughout the promotional period.

The package program operates across all company locations in Indianapolis, Fishers, and Carmel. Each location maintains inventory levels to support the program through its January 31, 2026, conclusion. The company has implemented a tiered pricing structure where package prices adjust based on the total number of coordinated pieces selected.

Beyond standard retail operations, Urban Styles Furniture provides personal shopping assistance services for customers with disabilities. This service includes navigation support, product specification review, and purchasing guidance across the company's extensive inventory catalog. The service operates at no additional charge and remains available throughout the package program period.

The furniture retailer's approach to package pricing follows established industry practices for volume-based pricing models. This structure allows customers to acquire multiple coordinated pieces while the company manages inventory turnover during traditionally slower retail months. The winter package program represents a strategic response to seasonal purchasing patterns identified through regional market analysis.

Urban Styles Furniture operates five locations throughout central Indiana, serving the Indianapolis metropolitan area since its establishment. The company specializes in home furnishing solutions across multiple categories, maintaining one of the region's largest furniture and mattress inventories. With locations in Indianapolis, Fishers, and Carmel, Urban Styles Furniture provides furniture and mattress options to residents throughout central Indiana.

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Urban Styles Furniture - Indianapolis, IN

Founded in 1993, Urban Styles is Indianapolis?s destination for luxury home furnishings. We feature over one million style-forward items to transform your living spaces. Visit our Castleton or Southport showrooms to discover your perfect modern look.

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