

EPSILON

APRIL 2021 | RENEWING YOUR HOME FOR SPRING



EDITORIAL

CREATING INSPIRING SPACES THIS SPRING

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Artistic Director for Bestar-Bush

Isabelle started her career as a graphic designer and later transitioned into the world of artistic direction. She also developed expertise in the creation of decors for the showcasing and online marketing of products. Presently, she puts her valuable skills to good use at Bestar-Bush.



Spring has finally arrived, and it's the perfect time to refresh your space. As nature awakens, brighten up your home and let yourself be inspired by this sweet season to create a vibrant environment. A few simple and effective changes can completely transform your space.

During my career, I have had the chance to touch on different aspects of design. Image, in all its forms, has always been at the heart of my daily life. One of the important aspects of my work at Bestar is to create an atmosphere to showcase new products while inspiring people who are shopping. My ideas are transferred to 3D artists through creative briefs and mood boards. After that, I work with them to achieve the results you can see by browsing the Bestar website. I also use photography as a tool to integrate people and animals in order to make the brand closer to people, warmer, and more human. Essentially, to capture what is really at the heart of Bestar. Naturally, like any good marketing department, Bestar has its own special Personas. I therefore always have these characters in mind when I create my decors. Ultimately, though, I create my pieces for people; for those around me, the people closest to me. I have in mind the happiness of being at home, of working remotely, of evolving in the space we cherish most, our home.

When you refresh your space, I invite you to look at the room, the space, as if you were moving back into it



and to put aside all the "rules" and "restrictions" you have followed over time. Get inspired by surfing the web and flipping through home decor magazines. Take a moment to make different mood boards or inspiration boards. I'm a fan of the "white room". You look at the room by bringing it back to the square or the empty rectangle that it really is, and you "reinvent" it. Move the furniture, remove the superfluous items, and renew some elements. My strategy is to use neutral tones for the main walls and furniture and then add accent elements. You can add colorful decorative elements, rearrange a specific space in a room to make it stand out, paint a particular wall in a bold color, add a featured piece of furniture, etc. With this in mind, it is quick, simple, and inexpensive to refresh your decor on a regular basis. You paint a part of the wall in the color of the year, you change the finish of a small cabinet to natural wood instead of white (or vice versa), you donate your cushions to charity to get new ones, you get that exotic lamp you saw at the local antique store, and voila! It's done.

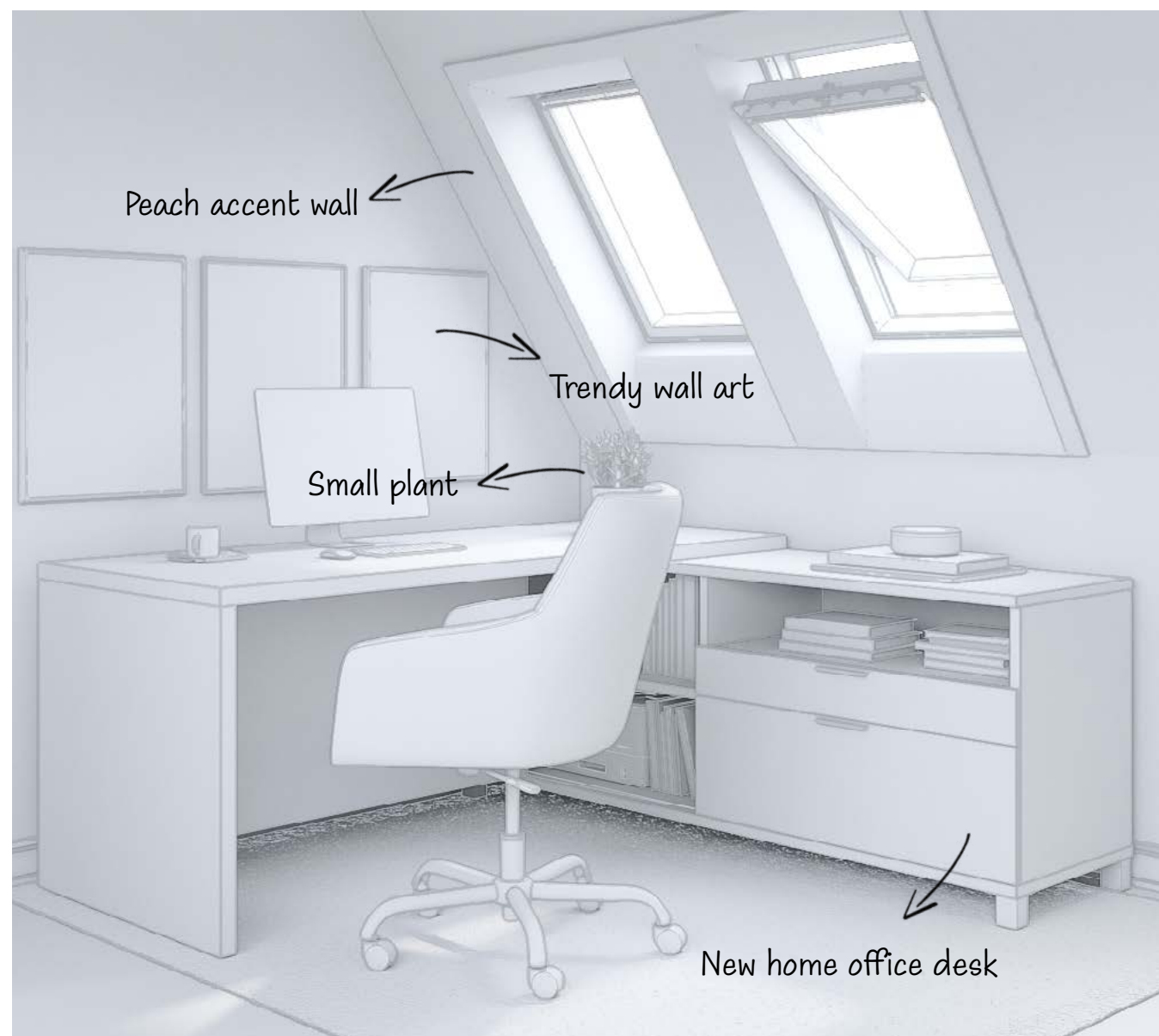
When I design a space, I also like to integrate storage furniture such as credenzas or bookcases. In fact, anything that allows you to easily and efficiently store everyday objects so that the room remains open and airy. And since we now spend more and more time in the house, Murphy beds and cabinet beds are a great way to

create a multipurpose room while keeping it tidy and functional.

The trend that I'm particularly liking in 2021 is natural decoration. I believe that the crisis the world is going through at the moment brings us closer to nature as it takes us away from everything that was more superficial in our lives. Thus, the current soft and neutral trend that integrates raw natural elements pleases me very much. I believe that we have a lot of freedom in decoration if we keep in mind to "bring out" only a few elements. In life, as in decoration, I believe that we shouldn't lock ourselves in a box; it's interesting to mix styles. When in doubt, an easy rule to apply (and one that will undoubtedly give you brilliant results) is the 60-30-10 rule. According to this strategy, 60% of the decor is in a neutral color, 30% of the decor (decorative elements, accent walls, accent furniture, etc.) is in a trendy color — easy to change if needed — and 10% is used for a complementary color, or any other color that enhances the accent color.

This spring, let yourself be inspired by nature and start fresh. Don't be afraid to revive the rooms in your home by adding color and have fun reinventing your space.

Isabelle Leclerc, Artistic Director for Bestar-Bush



RENEWING YOUR HOME FOR SPRING

With everyone staying home these days, clutter can pile up. This chaos can be overwhelming for some of us. Now that spring is right around the corner, you should take this time to start fresh. In this issue, you will uncover our tips and tricks behind successfully clearing up your home and your head as the new season arrives.



TABLE OF CONTENTS

RENEWING YOUR HOME FOR SPRING

08 'Tis the Season for Spring Cleaning
– Tidy, Organize, Transform!

14 Transforming Furniture Solutions
to Maximize Space in Your Home

18 6 Ways to Add Color
to Your Home this Spring

22 Stylish Storage Solutions

30 Blooming Biophilic Design

MISSION: Create inspired, sophisticated, and cultivated content and images on the latest trends in the world of home and office furniture, design, and decor *

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*The opinions expressed herein are not necessarily those of Bestar (bestar.ca and bestar.com).



WANT TO SEE THE RESULT? CHECK OUT PAGES 32-33

'Tis the Season for Spring Cleaning – Tidy, Organize, Transform!

After a hard winter, and an even harder year, spring cleaning has never been more necessary – or more satisfying! Springtime is the season of new beginnings. And after the year we’ve had, not to mention the bitterly cold mid-winter, a fresh start is what we all need. While the usual spring-break getaway wasn’t in the cards this year, change is still something we can look forward to.

This year, that change can be a much-needed spring cleaning. A combination of purge and polish will leave our homes, and us, refreshed and organized – and more than ready for a change of season. Here are a few ideas to inspire you, along with the encouragement you need to transform your home, your spring, and your life, room by room.

PUR SKU 26690



PUR SKU 26873

De-Mud the Mudroom!

If there’s one room in the house that takes on the brunt of winter, and could use a thorough spring cleaning, it’s the mudroom. Wet boots, damp jackets – the worst of winter weather brought indoors – can take their toll throughout the fall and winter.

Now, with spring on its way and days getting lighter and warmer, we’re bound to spend a lot more time outside. Still, all the wonderful outdoor activities we enjoy — gardening and yard work, sports, and more — come with their own mess that gets tracked into the house. Yet another season during which the mudroom continues to be a common drop zone!

To keep one of the most utilitarian rooms in your home clean, tidy, and super-functional, here are a few things you can do:

Cull and deep clean

First step, take a seasonal approach. Remove the winter clutter to make

room for all the warm weather necessities. Identify underutilized things and donate items you know get little or no use or that the kids have outgrown. You can now clean and disinfect all the nooks and crannies – remove all the dirt and grime that has collected since last summer. Wipe down and clean everything from door handles and baseboards to shelves, storage bins and baskets, and the closet. Chances are the walls may need a good wipe-down too.

A fresh coat of paint

Once empty and clean, you can use the opportunity to see if the room needs a paint refresh. More than any other room, the mudroom is vulnerable to the most mess and damage from bringing the elements indoors. You may find that the deep clean just doesn’t cut it. Perhaps a fresh coat of paint may be just what the room needs to give it new life and durability. Choose a VOC-free paint and be sure to open the door and windows to keep the space fresh.

Organize

Collect similar items into individual groupings and establish respective storage zones. Incorporate clever storage solutions, such as an attractive mudroom shelving unit with cubbies, hooks, and even spacious drawers, to help make more space for items big and small. Install oversized hooks on spare walls to keep jackets off the floor. It’s also best to assign a hook to each family member to keep the space even easier to manage.

Don’t forget doormats

A doormat helps catch dirt and germs as you walk in the door. Keep one indoors and lay one outside too, to double-up the dirt collection and protection.



LYRA SKU 104162, SKU 104160, SKU 104200

Make Room for Living in Your Living Room

While many of us can maintain our living rooms, springtime is the perfect opportunity to go deeper than mere maintenance. Here a few ways to make your spring cleaning last all year long:

Start by tidying up

Take a half-hour or so to do a preliminary round of tidying up. Declutter to clear surfaces and floor space in preparation to go deeper.

Bust the dust

Dusting can be like cilantro – you love it or hate it! No matter how you feel about it, a thorough spring cleaning must include a good dusting, from floor to ceiling. A feather duster or a vacuum with the appropriate attachment works best. Start high – don’t forget the ceiling fan – move down the walls to the baseboards and include corners, light switches, outlet plates, and vents. Dust and wipe your television and artwork, including frames. Dust everything from your valued collectibles to your lampshades to your books.

A note about your books: If your collection exceeds your storage space, go through them and see what you could donate or sell. Books can overwhelm shelves if the collection gets too big, which makes the room look cluttered and untidy.

Wash the drapes

Remove your curtains and blinds to wash them yourself or send them to the cleaners. It is also a great time to clean your window sills and wash your windows, inside and out.

Clean the carpets and rugs

As with the drapes, now’s the chance to evaluate if your floor coverings need deep cleaning. Rent a machine or send them to a professional cleaner, if necessary. A good vacuum and spot treatment might be all they need.

Consider your living room organization

With a freshly cleaned, decluttered space, this is an excellent opportunity to identify your organization and storage needs. How are you storing items such as electronics and other accessories? Think

about how you use your space – do you work from your living room? Perhaps you tend to eat meals as you stream your favorite movies? An attractive and versatile lift-top coffee table might suit your space and lifestyle more efficiently. Speaking of your entertainment, how can you better store all of your entertainment electronics – television, gaming consoles, and more? A solid, durable, and attractive TV stand can meet the demand in space-saving style.

From Bedroom to Clean and Tidy Tranquil Retreat

A messy bedroom will only add to your stress and anxiety. The place where you sleep should be a peaceful refuge to rest and recharge away from the various demands of your life.

Spring cleaning can transform your bedroom into an inviting retreat that leaves you calmer, more relaxed, and better prepared for anything the day may bring.

As with the living room, begin with general tidying up – pick everything up off the floor and clear any clutter. Laundry should be put in its place, whether

that’s in the hamper or cleaned and put away. Strip the bed and clean the sheets.

Then it’s time to tackle your closet. Clothes and shoes have a way of multiplying and taking over. Go through your wardrobe and determine what you wear and what you know you don’t. Sell, donate, or toss as you see fit.

What is the state of your closet organization? With a clean and tidy space, now is the time to target that old, inefficient closet shelf and hanger bar with an attractive and updated, not to mention more practical, closet organizer.

Don’t forget to dust! From top to bottom, dust all corners, surfaces, artwork, and fixtures. Wipe down your mirrors, electronics, and windows, including the sills. Vacuum and mop the entire space, including corners and closets. Do your walls need spot cleaning or repair? Now is the time to do it. You can also consider a fresh coat of paint now that the room is clean.

Lastly, make your bed. There is nothing like fresh sheets to welcome you to bed!

CAPELLA SKU 106221, SKU 106250, SKU 106240



Spring Cleaning Can Unearth Multi-Use Magic!

Your home office might be a new addition to your home, but that doesn't mean it can't benefit from some spring cleaning. After you've taken similar steps to those suggested for the other rooms in your home, you can approach your home office with fresh eyes and see the possibilities. Create an attractive and inviting space that easily meets multiple demands, with only a couple of thoughtfully chosen pieces.

Murphy Bed

An easy and cost-effective way to make any room multipurpose and stylish is with a Murphy bed. A Murphy bed makes any room multifunctional; it saves space and disappears into a cabinet when not in use. Choose a style that includes plenty of shelves and create a highly organized home office that easily converts into a cozy and inviting guest room. Choose a Murphy bed with desk and storage to convert any space in your home into a multifunctional room, no matter how small!

Sofa Murphy Bed

To create a genuinely multipurpose and productive home office/guest room, a sofa Murphy bed even provides for your office seating needs. The cozy seating along with ample storage for all of your office essentials camouflages a comfy guest bed when you need it.

Desk with Storage

The anchor for any office home, or otherwise, is a good desk. Your desk is vital to your comfort and productivity at work. Once you've completed your spring cleaning, you should consider how well your existing desk serves your workday demands. If it comes up short, consider the range of other desk options that might help you work more ergonomically and efficiently. If storage is what you lack, consider getting a filing cabinet to enhance your organization and productivity.





VERSATILE SKU 42893

Transforming Furniture Solutions to Maximize Space in Your Home

Due to the COVID-19 pandemic, we are spending more time at home than ever before. That means we need more space to do our everyday activities, including work and even online learning. With winter behind us and spring flourishing, it seems like the perfect time to refresh our spaces with some new, space-saving furniture. However, finding furniture that helps you get the most out of your space can be a challenge, especially if you have little space to work with. Luckily, there are a variety of transforming furniture solutions that can maximize space, without taking up space.

What exactly is transforming furniture you ask? Transforming furniture refers to pieces of furniture that transform to serve a different function. Ready to find out more about transforming furniture and how it can help you maximize space and stay organized? Keep reading!

The Murphy Bed

These beds are perfect for creating multipurpose rooms and are a popular choice for guest rooms. Moreover, many people living in apartments or studios find wall beds to be a wise investment, especially considering that Bestar Murphy beds are designed for everyday use. While you can choose a simple Murphy bed for your home, there are many models with complementary features to help you make the most of your space. Let's take a look!

The Murphy Bed with Desk

Still working from home? Or maybe your child is learning online this year? If so, then you might consider opting for a Murphy bed with a desk for your home. Simply fold the desk when you're done with it and pull the bed down from the cabinet. That's it!

A Murphy bed with a desk is the perfect transforming furniture option if you need a place to work, but don't have space to add a large desk. This transforming furniture piece fits nicely in practically any space, including a living room, basement, or guest room. Instead of creating an entire office/ study space, you'll be able to create a multipurpose room. Some models come with storage options to help keep your space organized. You can have a quaint space to get work done during the day and a bed at night for guests—or even for a family sleepover!

The Sofa Murphy Bed

A truly unique piece of transforming furniture for your home is a sofa Murphy bed. Another variation of the wall bed, the sofa Murphy bed provides a place to sit and sleep — ideal for a multipurpose living room. It's the perfect space-saving solution for those looking for practicality and comfort.

Not quite sure how a sofa Murphy bed works? No worries! When you want to use the bed, remove the cushions from the couch and pull down the bed. The sleeping surface will fit perfectly between the armrests and will rest on the base of the sofa. You'll have a comfy place to sit and rest during the day, and you'll have a beautiful bed to sleep in at night. It's so convenient!

The Cabinet Bed

The cabinet bed is a transforming furniture variation of the Murphy bed. Cabinet beds are extremely practical for small spaces such as condos, apartments, and basements. They are also free-standing, which means you can move them anywhere in your home. Cabinet beds are particularly ideal for guest rooms because they provide ultimate comfort and convenience for overnight guests. When the bed is folded away, the cabinet stands as a beautiful sideboard—saving you space in your home!

The top of the cabinet is perfect for displaying books and even a flat-screen TV. Also, inside each Bestar



ORION SKU 116876



PUR SKU 26786



PUR SKU 26194

cabinet bed is a narrow shelf that’s great for holding your glasses or cellphone while you’re sleeping. You’ll have space to store your belongings, no matter which model you choose.

Another perk to having a Bestar cabinet bed is that you won’t have to find a mattress because each bed comes with a D25 foam mattress that’s 100% hypoallergenic. You can rest easy knowing your guests will sleep comfortably in their bed. It’s a win-win for everyone!

A Shelving Unit With a Fold-Out Desk

If you’re looking for transforming furniture solutions for your home, then you have to consider a shelving

unit with a fold-out desk. This one-of-a-kind option is the ultimate multipurpose piece because it transforms from a simple shelving unit into a desk. A convenient and clever furniture solution for your multipurpose space!

The shelving unit stands on its own or can be attached to a coordinating Murphy bed cabinet, providing ample storage space for all your belongings. To use the desk, pull out the bottom section on wheels and the desktop will fold out to form a desk. When you’re done using the desk, clear the desktop and push the bottom section back towards the unit to fold the desktop away.

ORION SKU 116166



SMALL SPACE SKU 16160

But, where will I be able to keep all my supplies when the desk is folded away? The shelving unit comes with shelves suitable for storing papers, a laptop, and other office supplies. They’ll be within reach when you’re sitting at the desk, leaving the desktop clutter-free.

The Lift-Top Coffee Table

Transforming furniture can help you save space and stay organized—anywhere in your home. For instance, a lift-top coffee table is great for keeping your living room space tidy. You can use the coffee table as a simple storage unit and the lift-top surface as a desk. It’s a must-have for entertainment spaces!

In terms of organization, the inside storage compartment has plenty of room to house items such as books, DVDs, board games, etc. However, the truly unique feature of this Bestar coffee table is the lift-top function that allows you to raise the tabletop. This function is perfect if you want to do a puzzle, write in your journal, or even dine in front

of the TV. When the lift-top surface is closed, you can use the table just as you would any other coffee table. You’ll also have peace of mind knowing the surface is resistant to scratches, stains and wear—goodbye coffee stains!

As we spend more time in our houses and the warm weather starts to invigorate us, it’s crucial to maximize space in our homes. One way to get the most out of your space is to opt for transforming furniture. These clever solutions serve different purposes, particularly to save space and stay organized. Whether you opt for a sofa Murphy bed or a lift-top coffee table, your home, and your mood, will certainly benefit from transforming furniture this year. Maximizing space in your home has never been easier!

6 WAYS TO ADD COLOR TO YOUR HOME THIS SPRING

Spring is here! And with this wonderful season comes fresh air, regrowth, and amazing colors! Why not bring some of those beautiful colors into your home and liven up your space? We've all been cooped up inside for some time, and it might do us some good to enjoy a change of scenery, so to speak. Adding colorful elements to your home can improve your morale and increase your comfort. And who doesn't need a little cheering up these days?

Before you begin adding splashes of color throughout your home, you ideally want to plan your redecorating process. Which rooms could use some new life, and which ones do you have the time and budget to upgrade? Once that's decided, you can start looking at the infinite color possibilities and start thinking about the changes you want to make. Wondering how to add subtle yet appealing color to your decor? Lucky for you, we're offering 6 different ways to incorporate color into any room in your home.

Start with Color Psychology

It might be tempting to just start painting everything in your favorite color, but before you do that, you should familiarize yourself with color psychology. Colors have the power to influence one's mood and affect the subconscious. Overdoing it with one color, even if it's your favorite, might not give you the results you want.

Take the time to think about which emotions and thoughts you want to nurture in your home and consider the power of each color:



Blue

Can inspire calmness and tranquility. It is also a color that is known for boosting productivity. Then again, blue can also be associated with sadness (think of the expression "having the blues").



Pink

A color that can inspire love and romance. Pink is also often correlated with nurturing and gentleness.



Brown

Connected to nature and earth, brown evokes steadfastness and durability, but it can also be seen as lonely. Certain shades of brown, however, evoke warmth and comfort.



Purple

Traditionally associated with power and wealth because purple dye was historically hard to come by and could only be obtained by the rich and powerful. Purple can be connected with a variety of elements such as wisdom, mystery, and royalty.



Green

Also often associated with nature and the environment, this color can evoke feelings of well-being, good luck, and calm. In some cases, however, green is used to represent envy or jealousy.



Red

A powerful color that evokes strong emotions such as passion, love, and power; however, it can equally create feelings of anger.



Orange

Considered an energizing and happy color. Its brightness is attention-grabbing, and is often associated with citrus, which is seen as fresh.



Yellow

Much like orange, yellow is a warm and happy color that is eye-catching. It is considered an energetic color, but in certain cases can lead to frustration.

Many colors have a variety of impacts, but it's important to remember that no one interprets color in exactly the same way. That is why you should consider your personal reaction to a color before deciding to incorporate it into your decor. Once you have carefully thought it through, you will be ready to add color to your home.



HEKA SKU 101701

Add an Accent Wall

A fun and fairly inexpensive way to add color to your home is by adding an accent wall. Simply choose a wall or part of a wall in any room where you want to place emphasis. Once you have chosen your wall, paint it in a color that appeals to you and that conveys the right mood for the room.

Accent walls add a pop of color because they are different from the other walls in the room. If you want to go for a more vibrant accent wall, try painting a pattern or simply opt for some wallpaper. Simple yet fun, accent walls are the perfect way to add color to your home.

Revamp Your Chairs

If you have a few old chairs in your home and don't want to spend tons of money on new ones, then you can easily revamp your current ones with some paint and/or fabric. Depending on the kind of chairs you have, you can refurbish them in different ways, be they dining chairs, office chairs, or accent chairs.

The fun thing about repainting your chairs is that you can choose to use just one color or a variety of colors. For a two-tone chair, try painting the seat and backrest in one color and the legs in a complementary color or a neutral tone.

If you have a chair with a cushion but don't like the fabric, you can change that too! Reupholstering a chair isn't all that difficult, and you can easily find steps to guide you online. With so many unique and fashionable fabrics available, it should be fun and easy to find a fabric that will both delight you and bring color to your home.

Consider a Rug

A cool and trendy way to include color in your home is with an area rug. Carpets and rugs come in all sorts of shapes and sizes, and, of course, patterns and colors — you are bound to find something that speaks to you.

The first step to choosing a rug is to decide which size best suits the room being redecorated. You

don't want your rug to be overwhelming, so avoid choosing something that will cover your entire floor space. Generally speaking, the right rug will cover a portion of your floor area and should partially fit beneath your main piece of furniture, most likely your bed or your couch.

With endless patterns and colors, rugs are a fun and innovative way to add color to your home. Moreover, they are soft and cozy, and they are more comfortable to rest your feet on than a hard floor!

Hang Some Wall Art

The art world may have trends and movements, but hanging beautiful art on your walls never goes out of style! Some artwork can be expensive, but it is entirely possible to find pieces that move you and please you at an affordable price.

There are plenty of sites where independent artists sell their work for reasonable prices. You could also try scouting for local artists who will greatly appreciate your business and might even be open to doing custom work.

That being said, it is important to remember that you can hang more than just paintings on your walls! You can arrange a creative display of family photos, purchase a macramé wall hanging, or even opt for a unique mirror with a colorful frame. Walls are open spaces where you can let your creativity roam free!

Color-Coordinate Your Books

If you love reading and own a lot of books, then adding color to your home library or living room should be easy peasy. Books come in a variety of colors, and by placing them in your favorite rooms,

you can both show off your good taste and add color to your space.

Before you move all of your books, however, make sure you have a place to put them. A good bookcase can add a lot of style to any room. Consider opting for a neutral bookcase — this way your books will be the main focus and will speak for themselves.

A really fun way to place your books is to organize them by color. Rainbow bookshelves are a huge trend amongst booklovers right now, and it's easy to see why — color-coordinated books bring vibrancy and dynamism to any space! So, feel free to play with your beloved books to help build your colorful home decor.

Buy Some Plants

The most natural way to add color to your home is with plants! Not only do they bring life to the room, but they also help purify your air. While most plants are green, they come in a variety of shades, and many of them have beautiful flowers of various colors.

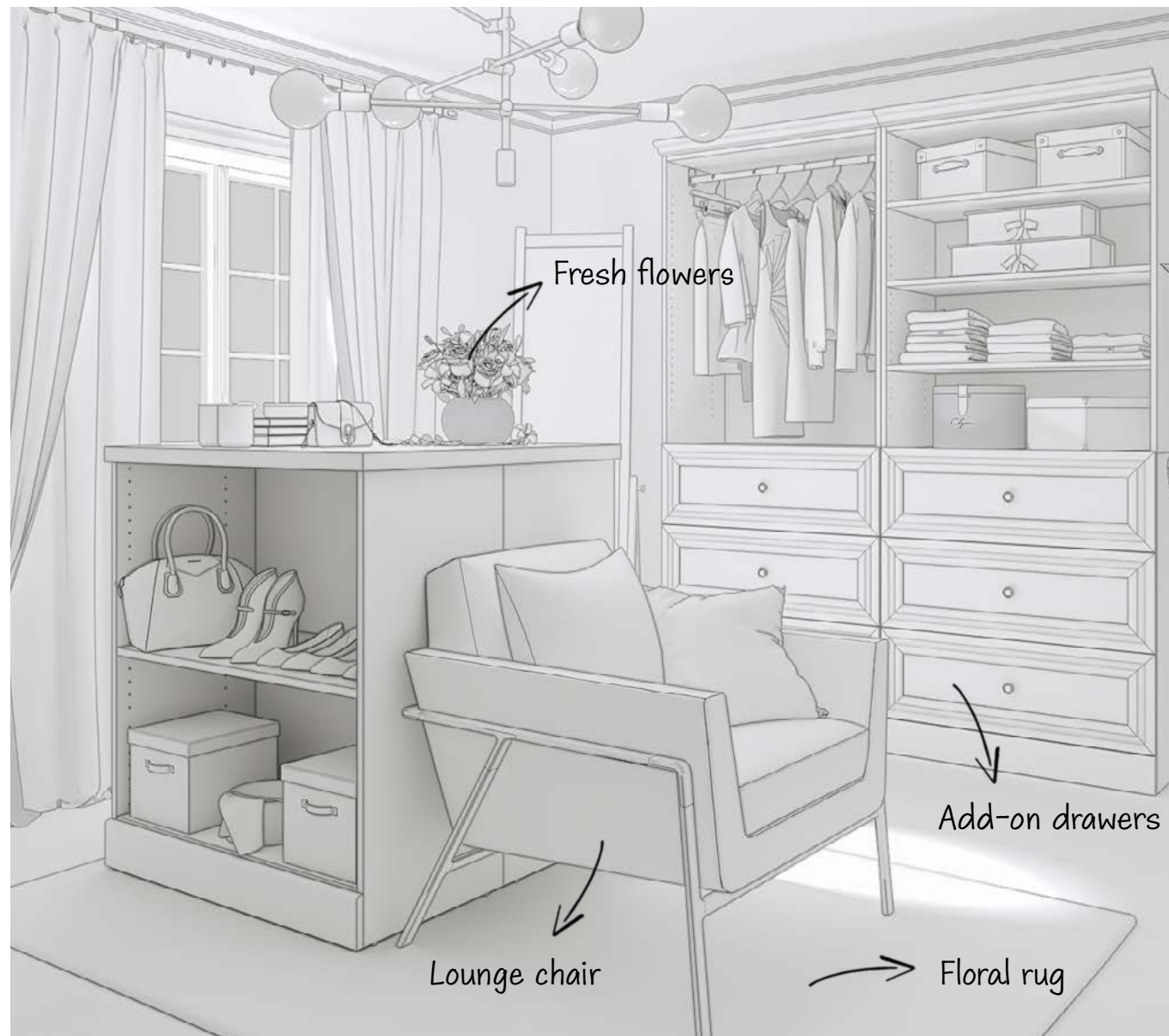
Plants feature a host of benefits that can significantly improve your level of comfort. This means that plants will not only give you a colorful home but a healthy space too. It can also feel rewarding to care for a plant and watch it grow.

If you don't have a green thumb and are worried about caring for real plants, just opt for fake ones. They'll still bring color to any room, and some look so real that no one will know the difference!

We hope that we've provided you with enough ideas to inspire you to start decorating and adding color to your home!



NEBULA SKU 125183



STYLISH STORAGE SOLUTIONS

Once you select storage solutions that suit your needs, cleaning and organizing your space will be quick and easy. By discovering the advantages of Bestar's wide variety of storage furniture, you can pick your storage wisely and create the space of your dreams.



Closet Organizers

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PUR SKU 26873



Mudroom Storage

Your mudroom doesn't have to be a mess! Thanks to our mudroom storage furniture, you can add style and practicality to your entryway and create an inviting, mess-free space!

FOM SKU 22852



Bookcases and Shelving Units

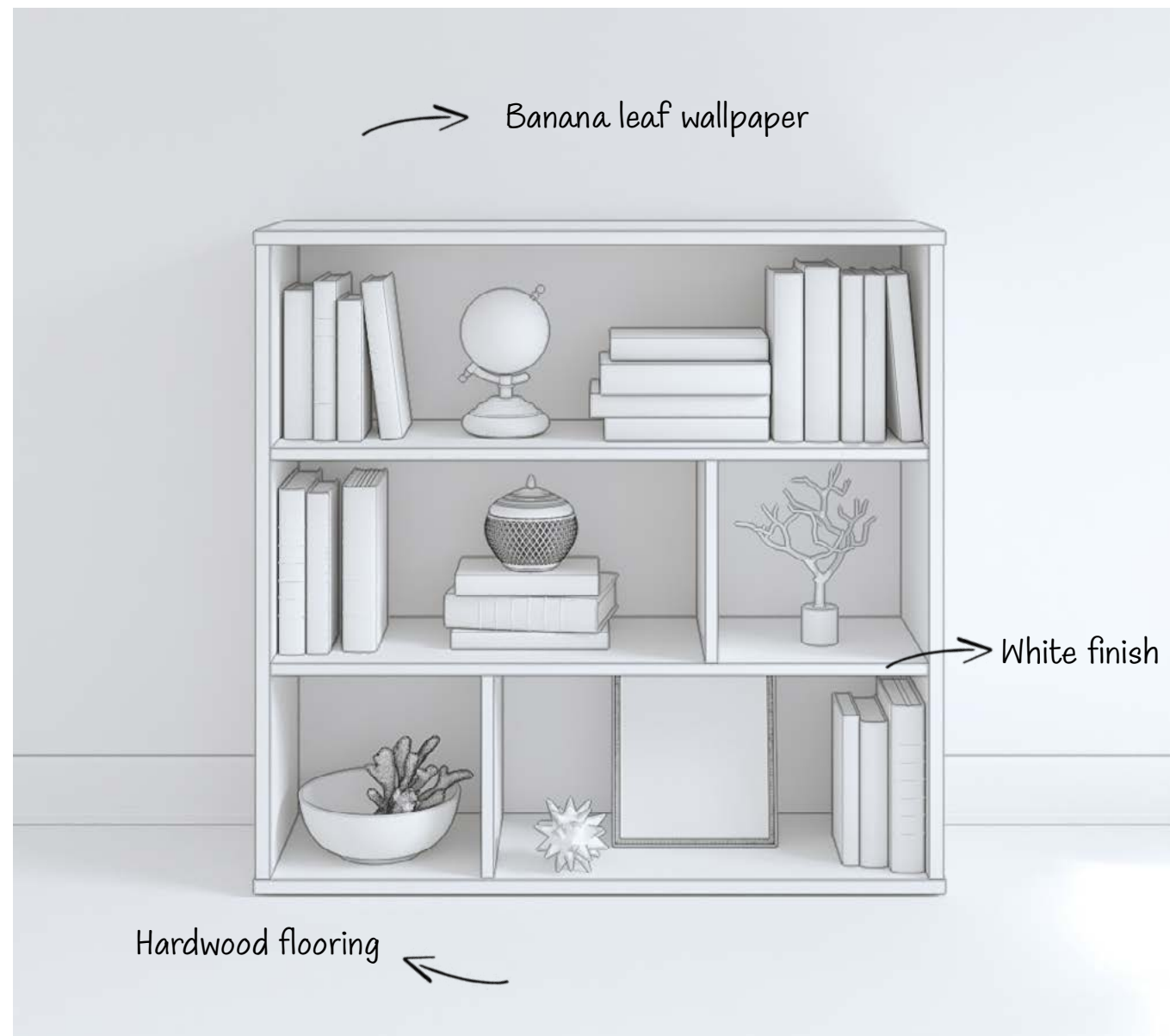
Our bookcases and shelving units can add storage to any room in your home. To display your beautiful decorations or your favorite books, these storage solutions are the way to go.

PRO-LINEA SKU 120610



Credenzas

A great way to add storage to any room in your home is with a credenza. From your office to your entryway, a credenza is a stylish and practical addition to your space!



BLOOMING BIOPHILIC DESIGN

As plants and flowers start flourishing during spring, your decorating ideas can do the same. Biophilic Design promotes the connection between humans and nature. By including natural elements such as plants and sunlight in your space, you can build a productive, lively environment.





SKU 104700

SKU 104400

TALITA

CAPELLA

SKU 106250



SKU 106221



SKU 106240

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