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A.R.T. FURNITURE EXPANDS TO OFFER OUTDOOR LIVING

Several popular A.R.T. Furniture collections now include seating, dining and occasional pieces for the home's "fifth room"

High Point, NC (March 21, 2017) -- With a nod to the increasing popularity of outdoor living, Ontario, California-based A.R.T. Furniture is expanding five of its newest collections to include outdoor furniture with a decidedly indoor style. The outdoor collections will be unveiled for the first time at the spring High Point Market.

"More homes are being built with covered outdoor areas and outdoor heating. Outdoor living is really becoming a year-round thing for a lot of the country" said Adam Tilley, Vice President of Merchandising at A.R.T. Furniture. "Add to that the popularity of the 'inside-out' decorating trend and outdoor furniture becomes a natural fit, a great opportunity to expand into what we see as the next great room in the house."

The five collections that have been extended with outdoor furniture introductions include Arch. Salvage, Epicenters, Morrissey, Cityscapes, and Roseline. The assortment includes deep seating upholstered in Sunbrella fabrics; high and standard dining, with stationery and swivel chairs; and occasional furniture including fire pits. Materials include All Weather Weave, Aluminum, Teak, and Stone.

"Those five collections give customers a lot of options and tremendous attention to design detail," said Tilley. "We're going from the grand European scale of Arch. Salvage, to Roseline & Morrissey's New Traditional look, to the smaller Contemporary inspired Cityscapes and Epicenter pieces." The new pieces go beyond the usual range of outdoor furniture to include all-weather wovens, both sling and loose cushion upholstery, cast aluminum, and faux stone in a broad variety of finishes.

The prices of the new pieces will be consistent with the affordable high style price points of A.R.T. Furniture's indoor collections. In addition, the new pieces will be stocked and mixable with A.R.T.'s indoor line of casegoods and upholstery. This logistics solution makes it easy for retailers and consumers to integrate the new pieces into existing environments without major sample investment.

"We see a huge opportunity in the marketplace for bringing indoor refinement to outdoor living areas," said Tilley, "and with our commitment to style and our unparalleled logistics we think we're uniquely qualified to expand the definition of a 'whole home' collection."

The outdoor collections can be seen at the High Point Market, April 22nd-26th, in A.R.T. Furniture's showroom, located at 200 Plaza Suites.

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About A.R.T. Furniture:

A.R.T. Furniture is a Markor company that designs and manufactures whole home collections in both casegoods and upholstery, as well as outdoor furniture. A.R.T. Furniture is positioned as the entry to the upper-end segment of the home furnishings industry and is best known for the quality of construction and its ability to craft artisan finishes. In addition to selling to the U.S. retailer, A.R.T. Furniture has 50+ retail locations in premium shopping districts throughout all major cities in China.

Founded in 2003, A.R.T. Furniture is headquartered in Ontario, Calif. with showrooms at the High Point Market in High Point, N.C.