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FOR IMMEDIATE RELEASE

HURTADO FURNITURE TO EXPAND SOHO COLLECTION AT SPRING HIGH POINT MARKET 2017

Los Angeles, CA. (March 2017)– Following the stunning debut of the SOHO collection in the fall, HURTADO FURNITURE will present new additions to the prestigious collection at the upcoming Spring 2017 High Point Market. Hurtado’s SOHO Collection made a trendsetting and stylish statement and was named “Best of Market” in 2016. Hurtado will proudly expand the SOHO collection by introducing new pieces to include new seating designs, armoires, and a vanity among other designs. The newest additions to the SOHO Collection can be seen from April 22-26, 2017. The Hurtado collection will be presented at 208 English Road. High Point, North Carolina.



True to Hurtado’s spirit of customization, Hurtado will have five new finishes which means that the sleek and modern SOHO collection is now available in 27 finishes. The five new finishes are based in oak and matte. Hurtado finishes also include lacquer, satin, three levels of sheen, and a choice of woods that include walnut, maple, and rosewood. The design of Soho is inspired by traveling around the world. In addition to making a presence at High Point Market, Hurtado will be making an appearance at the Milan Show from April 4-9, 2017. The SOHO Collection is a full range collection of accent designs, bedroom pieces, dining room furniture and occasional pieces. True to the characteristics of SOHO, the color palettes are subtle with a focus on creating a relaxing and uncomplicated ambiance using colors such as cream, ivory and bright grey. The SOHO lines are typically straight, though soft, with sweeping curves in good measure.

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HURTADO enjoys a renowned international reputation for its excellent furniture collection both in classic and contemporary style since 1940. Each Hurtado collection complements one another and the SOHO Collection exemplifies excellence, style, and forward innovation while maintaining tradition. While hand carvings, exquisite inlays and finishes enrich the TRADITIONAL collections, the collections of the contemporary EVOLUTION line, such as MON, CITY or SOHO, features subtle interplay of linear geometric shapes, manufacturing skills and more contemporary materials and finishes.

Some of the new additions to the SOHO Collection that can be seen at the upcoming Spring 2017 High Point Market are the SOHO Armchair (#SH001) which features a beautifully crafted classic chair made out of rosewood on top tier fabric by Hurtado. The SOHO Bar Unit (#SH2030) is a sophisticated statement piece that opens with elegance and ease. This piece features a wine rack, two drawers on the top, a glass shelf and shelving on each side of the door. The SOHO Jewelry Armoire (#SH4011) showcases excellent artisan design and features two top drawers with compartments, one glass shelf at the top and shelving on each side of the door. The SOHO Sofa Armchair (#SMA001) is a tufted armchair featuring Hurtado's high sheen white maple with Hurtado fabric. Another highlighted piece of the collection is the SOHO Vanity (#SH4012) which showcases HURTADO's specialty in glamorous accent pieces with exquisitely simple lines in matte walnut.

HURTADO FURNITURE was founded in 1940 in Spain and has its beginnings making altar pieces made of marble and wood in South America, Central America and Spain. HURTADO is one of Spain's leading manufacturers of upscale and European-style furniture with a presence in more than 50 countries including the United States, Europe, Asia, the Middle East, and South America. At HURTADO's factory in Valencia, Spain, each piece of furniture is produced according to traditional hand-crafting techniques and uses the most advanced technology in systems of production and quality control. Each design is classical but modern in conception yet deeply rooted in its artisan tradition. Hurtado Furniture has service, innovation and craftsmanship as constant pillars of the brand. HURTADO is now a third generation company that has grown into an internationally renowned furniture producer of high-end furniture by preserving the hallmarks and traditions of the HURTADO brand.

For more information, please visit the official website: www.hurtadofurniture.com

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NEW SOHO COLLECTION HIGHLIGHTS SPRING 2017



SOHO ARMCHAIR



SOHO BAR UNIT



SOHO JEWELRY ARMOIRE



SOHO SOFA ARMCHAIR



SOHO VANITY