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NOIR TRENDS GEOMETRIC FOR SPRING HIGH POINT MARKET 2017

Los Angeles, CA. (March 2017)– Noir Furniture (www.noirfurniturela.com) the leading trail blazer of design will present their newest designs at Spring High Point Market 2017. Noir's collection will be presented at IHFC Interhall #IH002 from April 22-26, 2017. The new additions are inspired by playful and sleek geometric lines along with sumptuous curves and Noir' signature style for wooden creations. This season, Noir has also introduced a new "Washed Walnut" finish. With this introduction, Noir now offers 20 wood finishes. Following the success of Noir's brass, silver and marble designs that marked the Noir showroom with buzzing and lively visits during Fall HPM 2016 along with the recent launch of a new showroom in Las Vegas, Noir proudly innovates and continues to create a collection that captures cohesive aesthetics. Noir captures cohesive aesthetics yet has the breadth to complement a full range of interior design styles including Classical, Traditional, Mid-Century Modern and Modern. Noir's passion for innovation can be seen on a monthly basis as introductions take place with liveliness and dedication to leading design.



Noir is the manufacturer of outstanding handcrafted and high quality furniture, lighting and home décor pieces. Noir is dedicated to manufacturing as green as possible and emphasizes natural, simple and classic designs while building furniture the old fashioned way using high quality and properly dried solid wood. Noir designs the old fashion way as well, with a pen and paper. Noir is proud to have over 2,000 retail locations and is dedicated to top tier service with an established hand-crafted line of over 1200 products that are consistent, sustainable and readily available. The designer's inspiration and concept come from an amalgam of classic furniture design and this season's introductions are marked by all of these characteristics. With the turn of the seasons comes Noir's patterned and geometric designs, Asiatic inspiration, linear playfulness, while maintaining the flourishing trend of brass and marble. The Noir approach is traditional yet refreshing.

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Some of the Noir highlights that can be seen at Spring High Point Market 2017 are the Sellers Shelving (#GBCS167MT) which features metal and the Noir trend of geometrics in a design by Swiss-born Georg Baehler who creates every item for Noir. The sumptuous yet minimal Stiletto Desk (#GDES153MT) has sleek and pointed legs with an open top. The Yves Side Table (#GTAB1008ASV) highlights modern elegance by Noir with clean lines and playful geometric inspiration. During the HPM 2016 shows, Noir introduced astounding designs inspired by brass, silver, white stone and marble which have all been flourishing design materials for Noir. The stellar presentation of white stone can be seen in the new introduction of the Gogol Lamp (#LAMP632WHS) which is part of the exquisite Noir lighting collection. Another highlighted piece of the collection carries Noir signature style, the Jin-Ho Sideboard (GCON264DW) is made of walnut and has linear details contrasted by a curvaceous design. Noir will present the highlighted pieces along with a meticulously selected Noir designs at the upcoming market.

About Noir: In 2004, Georg Baehler and Stephanie Lu formed Noir Trading, Inc. with a mission to create and build furniture that deftly balances design and affordability. Over a decade later, Noir has established itself with a hand-crafted line of over 1200 products that is consistent, sustainable and available. As the Lead Designer, Swiss-born Georg Baehler creates every item for Noir the old-fashioned way: with a pencil and paper. Whether wholly original or classically inspired, every Noir product is meticulously designed to scale by Georg's hand. Georg's passionate design regimen is so prolific that Noir's factories have yet to catch pace with him.

Noir is available through the trade as well as select retailers. Noir has corporate showrooms in High Point (International Home Furnishings Center), Las Vegas (World Market Center) and Atlanta (AmericasMart). Noir has representative showrooms in Dallas (World Trade Center), Denver, Laguna Niguel (Laguna Design Center), Los Angeles (LA Mart) and New Jersey. For more information, visit the official website www.noirfurniturela.com .

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SPRING MARKET HIGHLIGHTS 2017



Sellers Shelving



Stiletto Desk



Yves Side Table (S,M,L)



Gogol Table Lamp



Jin Ho Sidetable