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**"NAJARIAN FURNITURE INTRODUCES NEW DINING PROGRAM DURING THE FALL 2019 HIGH POINT MARKET"**

**HIGH POINT** – California-based furniture designer and manufacturer, Najarian Furniture, will introduce a total-solution dining program during the upcoming fall High Point Market, enabling retailers to easily manage the niche category, while offering fashion-forward styles at modest price points.

The new program is a merchandising solution. It enables retailers to offer personalized options where shoppers can choose from a compact assortment of dining bases and Parson's chairs, making their space feel both eclectic and curated.

"Savvy retailers practice lean merchandising, understand the percentages of each category to floor, and have their finger on the pulse of trends," states Michael Lawrence, executive vice-president of operations. "Today's shopper wants choices - they want spaces that feel personal, unique, and curated. Our new program is easy at retail and enables our partners to offer shoppers customization, very affordably."

According to the company, the program encourages shoppers to make-it-their-own, by intentionally designing each of the twelve table bases and fourteen chair options to work together while making the retail model simple. Five-piece sets retail at \$799 - \$899.

Table bases accommodate either 48" or 54" round glass tops. Styles range from classic to modern to Belgian luxe to glam, and are featured in some of Najarian's most popular, already proven finishes like Antique White and Rustic Grey.

The accompanying Parson's chairs, five of which are available in two different fabric options, are featured in linen and velvet in shades such as grey, olive, and taupe, and incorporate details such as decorative nail heads, channel or tufted backs, and sloped arms. They are intentionally just as show-stopping as the tables they're paired with.

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The new program will be warehoused in Najarian's Los Angeles-based warehouse, as well as being part of their Vietnam-based, quick-ship, Mix Program. The new program, as well as the company's entire collection can be seen at their 113 West Green Drive showroom during the fall High Point Market.

### **HIGH-RESOLUTION IMAGES CAN BE DOWNLOADED AT:**

<https://creativecommunicationservices.com/HPMFALL2019>

### **FOR QUESTIONS ABOUT THIS PRESS RELEASE, PLEASE CONTACT CARLA MATA 336-803-1334**

**ABOUT NAJARIAN** Established in 1974 and incorporated in the U.S. in 1985, Najarian is now a third generation, family run business based in California with global manufacturing operations. The company manufactures and markets case goods and other furniture products that are distributed nationally to more than half of the Top 100 furniture dealers, as well as to specialty stores and customers in the contract and hospitality markets. The company is headquartered in Pasadena, CA and owns and operates a facility in Rancho Cucamonga, CA where it ships domestically out of a 125,000 square foot warehouse.

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