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SHOWROOM Caracole®

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**WITH Modern Metro, Caracole Turns smaller scale**

**into a COMPETITIVE advantage.**

**New collection appeals to Millennial lifestyles and living spaces.**

**HIGH POINT, N.C., April 14, 2015 –** Modern Metro is the newest addition to Caracole’s growing family of distinctive collections. And with this introduction,
the company’s always-imaginative aesthetics are matched by a strategic focus on product scale.

“The Modern Metro concept is built around lifestyle research we conducted in
key cities from Los Angeles to New York,” says Jeff Young, CEO of Caracole. “Today, the fastest growing segment of the American population is age 20 to

30 – the Millennials – and they aren’t living in the suburbs. They're choosing urban areas, for very specific reasons. They want walk-able communities, less commuting and easy access to culture and entertainment. They want to live where the jobs are. All of that takes you into the city.”

While that describes the collection’s demographic target, it’s only a part of the Modern Metro story. Much of the company’s research was devoted to scale – and the average square footage of this population’s living spaces.

“These consumers have debt from college and aren’t in a position to buy a home, so they rent,” says Young. “Since budgets are tight, the spaces are typically small.”

As a result, Modern Metro’s product team spent as much time on scale and proportion as it did on design. Since many Caracole silhouettes are full-scale pieces, the company wanted to be certain it had a product that literally fit the homes of this up-and-coming segment.

“To us, smaller scale means pieces sized to comfortably meet living needs and still fit smaller walls and spaces,” says Young. “It means pieces that are properly scaled for an eight-foot ceiling. It's about width and depth, and also about height. A low, modern profile is now a mainstay for this audience.”

Modern Metro also addresses changes in the way Millennials use their furniture. For example, a sleek bedroom dresser typically has a TV sitting on it.

In the living room, life revolves around the TV. Dining rooms are being replaced by combination rooms, with barely enough space for table and chairs, let alone other case pieces. “It’s a different home for this market,” allows Young. “Without a balance of scale and function, you won’t appeal to them.”

Accordingly, Modern Metro is highly functional. When guests arrive, cocktail tables can quickly move out of the way. The sofa can move to allow for extra traffic. Sectionals readjust for more seating. Pieces are light, scalable and versatile.

In terms of design, Modern Metro is simple and straightforward. Case pieces feature zebra wood veneers – like oak only dressier – in a medium-gray finish with a brown undertone. Upholstery features nubby fabrics of deep grays and dusty whites, with an olive-tinted leather detailing. Stainless steel and brushed chrome feet play a supporting role, with metal accents on wood pieces as well as upholstery. Everything is in a light, thinner scale that conserves precious floor space. A less-is-more attitude is reflected in the beds, mirrors and decorative pieces.

“Simpler designs are easier to manufacture, which makes Modern Metro very affordable,” says Young. “In fact, it’ll be at our starting price-point within the Caracole portfolio.”

Young believes that dealers will appreciate not just the value of the materials and craftsmanship, but also the value of the scale. “This furniture offers an incremental sales opportunity. Modern Metro will accommodate various places and smaller spaces. Conventional minded retailers really do need to determine if they want a slice of this dynamic and growing ‘pie/consumer’.”

“This is our third venture into the Millennial marketplace,” Young continues. “The first two – Modern Artisan and (NAME) – have done well, and hopefully we'll be three for three with this new emphasis on scale.”

Modern Metro is clearly for dealers who are serious about pursuing this specific new customer. A space commitment is required, and the presentation needs to appeal to a younger eye. “We’ll support our dealer partners with tools to capture this fast-growing population,” says Young. “It’s an entry-level customer they're not currently reaching, so there’s a bit of a learning curve involved.”

As part of the company’s recently-announced name change from Schnadig to Caracole, the name of this collection’s portfolio has been changed from Caracole Light to Caracole Modern. “Caracole Light was focused on simplicity, but Caracole Modern features simple designs with scaling that appeals to a younger customer.” Young explains. “We’re excited about Modern Metro’s potential within the reorganized Caracole family. This is not your father’s furniture; it’s dedicated to a whole new group of consumers. And we’re ready for them.”

*For more information, please visit the Caracole website at www.caracole.com or contact us at 336.389.5200.*

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