

FOR IMMEDIATE RELEASE

NOIR TO DEBUT MORE THAN 100 DESIGNS AT FALL HIGH POINT MARKET 2016

Los Angeles, CA. (October 2016)- Noir will astound at High Point Market with over 100 new introductions that are beautifully designed with materials such as a new antique silver, brass, and quality top tier wood. True to Noir's passion for innovation and keeping up with today's steadfast pace, Noir continues to introduce designs on a monthly basis which means that innovation is endless and boundless for the brand. Noir has established itself with a hand-crafted line of over 1200 products that are consistent, sustainable, and readily available. The designs will carry the Noir signature of premiere craftsmanship and dedication to designing the old fashion way, with a pen and paper along with a true vision of design. Noir's Collection will be presented at IHFC Interhall #IH002 from Oct 22-26, 2016.



As a leading trail blazer of design, following the flourishing trend of brass that was presented during the 2016 Summer Markets, Noir has also introduced an antique silver line as an addition to their stellar collection of designs. This new metal finish can be seen in over 12 creations. Silver and brass have always been a very sought after material and a pillar of elite quality. "We are introducing many mid-century inspired items, with Noir's unique twist. The focus of our attention is on luxe materials such as brass and walnut. Using our handcrafted methods and solid construction we want our designs to be long-lasting, making it a more sustainable product, while maintaining affordability" says Noir's designer and co-owner, Georg Baehler. This modern decorating concept reflects the spirit of innovation and dedication to the history of design. The designer's inspiration and concept come from an amalgam of classic furniture design, the craftsmen that bring his pieces to life, and sustainable local materials that are available to work with. Using these three elements, Georg creates the singular Noir vision.

As the manufacturer of outstanding handcrafted and high quality furniture, lighting, and home décor pieces, Noir is proud to have over 2,000 retail locations and is dedicated to top tier service. Noir prides themselves in servicing clients and interior designers. Noir is based out of California and has showrooms in Los Angeles, Laguna Niguel, Dallas, Atlanta, Denver, and Manalapan in New Jersey.

Some of the Noir highlights that can be seen at Fall High Point Market 2016 are the exquisitely designed Salaheddin Cabinet (#GHUT129) which features the flourishing antique brass trend that is beautifully contrasted by a shell and metal panel. The luxurious Noir Diesel Chair (#LEA1106A) has a pleaded design with Bugatti seaming, brass studs on light tobacco leather, and birch legs. The Lenox Coffee Table (#GTAB1008ASV) highlights a modern table made of metal with the new antique silver finish and a stone top. Due to the nature of the material, the pattern and veining may vary. Another highlighted piece of the collection that also features a stone top and the new antique silver finish is the Bolla Side Table (#GTAB783ASV) which is an eclectic, powerful, and unmatched circular design table that has a modern look. The highlighted pieces are only a part of the Noir designs being presented during market.

In 2004, Georg Baehler and Stephanie Lu formed Noir Trading, Inc. with a mission to manufacture 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.

For more information, please visit our official website www.noirfurniturela.com

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FALL MARKET HIGHLIGHTS 2016



Salaheddin Cabinet



Disel Chair



MERLE Table Lamp



Bolla Side Table