



**For Immediate Release**

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**Noir Furniture's Third Annual 'Shine By Design' Photo Contest & Brunch**

**Gardena, CA., August 9, 2017** – Noir Furniture ([www.noirfurniturela.com](http://www.noirfurniturela.com)) will be holding their social media photo contest, 'Shine By Design' again this fall after positive responses to the past two contests. Beginning August 15, 2017, designers and retailers that are customers of Noir/CFC are encouraged to submit high-resolution, professional, lifestyle photos showcasing their use of Noir and/or CFC product in their designs. The goal of this contest is to create fun customer engagement through social media channels as well as to showcase different ways in which Noir products have been used in installations. It is also an opportunity for Noir to help promote their different interior design customers and give them publicity via Noir's social media channels.

To enter the 2017 contest, contestants will be able to submit their photos via the "2017 Photo Contest" tab on Noir's Facebook Page or contestants can post their pictures to Instagram using three hashtags, #NoirFurniture, #NoirPhotoContest and #NoirShineByDesign. Those submitting images must be able to provide Noir with the high-resolution image if requested in order to be an applicable winner. The contest will run for a month and a half, and will close on Saturday, September 30, 2017. Official contest rules will be available on Noir's website as well as in the contest application available on their Facebook Page.

Last year's 'Shine By Design' contest received over 500 photo submissions. All submitted photos for the 2017 contest will be available to view in a gallery on Noir's Facebook Page by clicking on the photo contest tab. The Grand Prize 2016 winner, P [Four] received \$1,000 of Noir product, Second Prize 2016 winner, Mullen & Bergstrom received \$750 of Noir product, and the Third Prize winner, Contour Interior Design received \$500 of Noir product.

In honor of the participants, Noir will be hosting their third annual celebratory brunch on Sunday, October 15, 2017 from 11am to 1pm at their CFC Showroom at High Point during Fall Market. Located at 114 S. Elm St., all High Point attendees are welcome to attend the brunch and enjoy champagne, mimosas and a buffet. No RSVP is required. The three winners of the 'Shine By Design' contest will be publically announced at this soiree. Parking is available in the back of the CFC building or on surrounding streets.

Visit Noir and CFC during High Point Market to view hundreds of new introductions at their two, expansive showrooms.

**About the Company:**

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.

His inspiration comes from a combination of classic furniture design, the craftsmen that bring his pieces to life, and sustainable local materials that are available to work with. By playfully experimenting with these three elements, Georg creates the singular Noir vision.

Noir is proud to be an innovative furniture and lighting company and has established itself with a hand-crafted line of over 1200 products that are consistent, sustainable, available, and introduced on a monthly basis. The passion for innovation and keeping up with today's steadfast pace inspires Noir to introduce new pieces every month so there is always something beautiful, new, and exciting to see and talk about. With over 2,000 retail locations, Noir is dedicated to top tier service and includes a trade program to interior designers, which also includes a quick ship program.

Started in 1999, CFC quickly grew from a one-man show to be one of Southern California's finest custom furniture manufacturers, catering to some of the country's most exclusive stores and designers. CFC is handmade and hand finished in Los Angeles, California with an emphasis on sustainable design. The handcrafted products CFC creates give customers the ability to customize many features, making the perfect product for their designs. As like its sister company Noir, CFC also has a quick ship program.

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). They also have representative showrooms in Dallas (World Trade Center), Denver, Laguna Niguel (Laguna Design Center), Los Angeles (LA Mart), and New Jersey.

For more information, please visit our official websites: [www.noirfurniturela.com](http://www.noirfurniturela.com)