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FOR IMMEDIATE RELEASE

## HURTADO FURNITURE TO INTRODUCE CORAL COLLECTION AND EXPAND SOHO COLLECTION

**Los Angeles, CA. (Aug. 30, 2017)**– HURTADO FURNITURE will introduce the CORAL Collection at the upcoming Fall High Point Market 2017 along with new intros to the SOHO Collection which has been expanded due to the success of the collection. The name CORAL comes from the word choir and is designed differently than past Hurtado collections as the designs are inspired by musical notes that are all different than one another yet harmonious as a whole composition. The CORAL Collection can be seen in the Hurtado Showroom located at 208 W. English Rd. High Point, NC along with the newly expanded SOHO collection which was most recently seen in Milan.



The CORAL Collection by Hurtado is composed of sharp notes, having its equivalent in the most delicate designs as well as serious notes that convey strength and robustness. Each design forms its own set much like an “Author’s Collection” and threads together to form a harmonic composition. The CORAL Collection follows the trendsetting and stylish SOHO Collection which has made a grand statement with its sweeping curves and use of luxury materials such as brass and marble. This season, Hurtado has expanded the SOHO Collection to include office designs and introduced more pieces to the full range SOHO Collection which was named “Best of Market” at Fall High Point Market 2016. This year, Hurtado will also present at the Valencia Furniture Fair in September at Pavilion N2-P4 Stand I6 along with the I Saloni Worldwide Moscow 2017 in October where Hurtado will present at Hall 8 Stand A 19.

Hurtado Furniture is now a third generation company under Ana’s creative direction. Ana is deeply passionate and draws inspiration from a lifelong experience of cultural exploration. Ana’s adventurous travel around the world inspires her creative direction. Each design is classical but modern in conception yet deeply rooted in its artisan tradition using the most advanced technology for production and quality.

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Some of the highlights from the CORAL Collection are the CORAL Fixed Top Dining Table (CR00010) which will be featured this coming market in tobacco oak. This dining table is beveled and features the luxury touch of Hurtado. The CORAL Cocktail Table has a base and drawers made of exquisite quality wood and is shown in dark rosewood with natural oak drawers. The CORAL Collection can be finished in any of the Evolution finishes. Along with these designs, are the newly expanded SOHO Collection designs which feature a beautifully and glamour inspired SOHO Console with brass accents. Another addition to the SOHO Collection is the SOHO Desk which is made of natural walnut and features top tier craftsmanship along with three sleek drawers for storage.

HURTADO FURNITURE was founded in 1940 in Spain and has its beginnings making altar pieces made of marble and wood in South America, Central America and Spain. HURTADO is one of Spain's leading manufacturers of upscale and European-style furniture with a presence in more than 50 countries including the United States, Europe, Asia, the Middle East, and South America. At HURTADO's factory in Valencia, Spain, each piece of furniture is produced according to traditional hand-crafting techniques and uses the most advanced technology in systems of production and quality control. Each design is classical but modern in conception yet deeply rooted in its artisan tradition. Hurtado Furniture has service, innovation and craftsmanship as constant pillars of the brand. HURTADO is now a third generation company that has grown into an internationally renowned furniture producer of high-end furniture by preserving the hallmarks and traditions of the HURTADO brand.

For more information, please visit the official website: [www.hurtadofurniture.com](http://www.hurtadofurniture.com)

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**NEW CORAL COLLECTION AND NEW INTROS TO SOHO COLLECTION 2017**



CORAL DINING TABLE (CR00010)



CORAL COCKTAIL TABLE (CR10010)



SOHO CONSOLE (AX0013)



SOHO DESK (SH4013)