



Armen Living “Furniture for Contemporary Lifestyles” 28939 Avenue Williams Valencia, CA 91355

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Press Release Subject: *Armen Living is*

FOR IMMEDIATE RELEASE:

Valencia, CA - (July 08, 2024) - Contemporary lifestyle brand [Armen Living](#) is excited to welcome market buyers to their exquisite 4,000-square-foot showroom in Atlanta during the [International Casual Furniture Association's](#) (ICFA), [Summer Casual Market](#) on July 15-18, 2024 at [AmericasMart, Bldg 1, Floor 6, Space A-2](#).

First diving into the Casual category with a handful of outdoor designs in 2019, Armen Living's outdoor division has grown exponentially and this expansion has propelled the growth of their Outdoor Division to reach new heights. Now **boasting more than 300 SKU's** including **exquisite outdoor collections for dining, bar, living, occasional, and lounge furniture**, Armen Living's outdoor category is primed to make an even bigger impact heading into the summer market season.

*“Each market, our team works to bring innovative designs to the marketplace and we can't wait to reconnect with Casual buyers to showcase our newest designs,”* [Kevin Kevonian, President of Armen Living](#) shared, *“Our new permanent showroom in Atlanta has proven to reach a significantly wider national audience which has further helped to entice and reach new buyers, while highlighting our [award-winning outdoor collections](#), to pool, spa, and patio stores all across the country.”*

During the summer season Armen Living will [debut 100's of new introductions](#) with a heavy focus on **new outdoor bar, dining, living, occasional and lounge collections**, that are available in a wide range of design styles and in a variety of sizes. The 2024 outdoor collection launch will include styles from small outdoor patio sets to grand resort-style statement pieces - all designed with quality craftsmanship, durable outdoor materials, high performance outdoor fabrics and without breaking your budget.

Kevonian commented, *“Every piece we design and develop conveys self-expression while resonating with a contemporary lifestyle. Our outdoor collections deliver expert craftsmanship, manufactured from durable, weather-resistant materials at fiscally sensible price points. Bringing some of the hottest trends for indoor furniture we carried this into our outdoor designs by blending darker frames with lighter grey upholstery. We also found that offering neutral outdoor fabrics helps the end consumer when they want to switch up their style and play with adding new colors and patterns to their outdoor space.”*

[Shauna Snyder, Armen Living's New Director of Product Development](#) commented, *“I am looking forward to meeting with Armen Living's customers and their sales reps during the Summer Markets. It's an exciting opportunity to be working alongside their team to design and develop incredible products. I also can't wait to experience their showroom environments and to see their visual merchandising in action.”* Snyder, who recently joined Armen Living in May reports to President, Kevin Kevonian, and will lead their product development team.

[Armen Living's Casual Collections](#) offers a **variety of outdoor lounge, deep seating, dining groups, bar and counter stools**, made of durable materials including cast aluminum, outdoor weaves, sturdy eucalyptus wood, and more, all at price points that will appeal to every household. Additionally, **Armen Living features solution dyed Olefin & Acrylic outdoor upholstery fabrics on their hospitality-grade collections**. The sales team also shared that they will be offering special floor sample programs and container deals on a wide range of design styles from transitional, traditional to modern.

[Armen Living's National Sales Manager, Reb Nicholson](#), who manages key accounts in the U.S, Canada and Mexico and is leading their brands sales strategies and business development commented, *“Since we opened new showrooms in Atlanta and Vegas earlier this year we have seen a huge increase in the sales, and the number of existing customers who are buying our newest collections has also increased. Our sales team has also seen a wide range of multi-line dealers, and specialty retailers establishing new accounts, who appreciate our diverse selection of furniture that offers a wide selection of styles and price points.”* Nicholson, who is also responsible for hiring, training, and supervising Armen Living's independent furniture reps, offers new and existing buyers customized showroom tours and sales appointments. For more info and to book an appointment contact **Reb Nicholson, [by email](#)**.

With an unmatched variety in original frame styles, and performance outdoor fabrics that feature ergonomic seats that deliver the ultimate in outdoor luxury and comfort, [Armen Living's New Outdoor Arrivals](#) offers 100's of unique and stylish collections including outdoor lounge, living, dining, bar, and occasional styles, that are available in a wide selection of finishes, colors, and materials. Whether buyers have a small space or they want to completely transform their outdoor pool, deck, patio, or are designing a luxury

resort, they can always find a collection that suits their individual style. Providing buyers with endless possibilities to make their outdoor living space absolutely beautiful and with the guarantee they can relax in style all year round.

Rounding out their summer show schedule Armen Living will be a first time exhibitor at the upcoming [Ace Hardware Fall Convention 2024](#) in Chicago on Aug 8-11, 2024 and return to the annual [Causal Market](#) on September 16-18, 2024 ([AmericasMart, Bldg 1, Floor 6, Space A-2](#), 240 Peachtree Street NW, Atlanta, GA 30303). Armen Living's trade showrooms in Atlanta, Vegas and High Point, offer a wide range of designs for any budget and are open by appointment outside of markets to meet with for trade buyers, design and hospitality firms, and retailers large or small, who want to preview their extensive outdoor collections.

### **About**

*Armen Living is the Quintessential Modern-day Furniture Designer and Manufacturer, providing a fully integrated supply chain solution -from the product design drawing board and manufacturing process to distribution throughout the USA and worldwide markets. With flexibility and speed to market, Armen Living exceeds client expectations at every level of interaction. Armen Living not only delivers sensational products but also offers extraordinarily powerful reliability and capability only limited by the imagination. Our client relationships are fully supported and sustained by a stellar name, legendary history, and enduring reputation. Continuity of brand -both in terms of exceptional quality and an outstanding commitment to customer-centered business practices - ensures optimal profit opportunities.*

*For those in the hospitality industry, Armen Living is also pleased to extend our full contract capabilities to effectively and efficiently meet all of your needs with characteristic attention to detail. Building upon its legendary 40-year company history, the groundbreaking Armen Living line represents a refreshingly innovative creative collaboration with top designers in the industry. The result is a uniquely modern collection gorgeously enhanced by sophisticated retro aesthetics. [Armenliving.com](#)*

*ANDMORE is an omnichannel wholesale marketmaker that fuels opportunities for wholesale buyers and sellers to connect, grow and prosper through physical markets, design centers and digital channels. The company owns and operates more than 20 million square feet of premium event and showroom space, hosting live events in Atlanta, High Point, N.C., Las Vegas and New York City. By pairing face-to-face events with always-on digital channels, ANDMORE provides truly omnichannel business platforms for its global customer base. [ANDMORE.com](#).*

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