



For Immediate Release

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Noir Furniture's Second 'Shine By Design' Photo Contest & Brunch

Gardena, CA., June 23, 2016 – Noir Furniture (www.noirfurniturela.com) will be holding their social media photo contest, 'Shine By Design' again this fall after a successful outcome with the contest last fall. Beginning July 1, 2016, professional designers are encouraged to submit high-resolution lifestyle photos showcasing how their use of Noir product in their professional designs. The goal of this contest is to create fun customer engagement through social media channels as well as to show 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 2016 contest, contestants will be able to submit their photos via the "Photo Contest" tab on Noir's Facebook page or they can post their pictures to Instagram and/or Twitter using two hashtags, #NoirPhotoContest and #NoirShineByDesign. The contest will run for three months and ends Friday, September 30, 2016.

Last year's 'Shine By Design' contest received over 450 photo submissions. All submitted photos are available to view on Noir's Facebook page on the "Photo Contest" tab as well as in a printed look book, "The Many Looks of Noir", which will be available at markets or by request. The Grand Prize winner, Elizabeth Reich from Jenkins Baer Associates received \$1,000 of Noir product, Second Prize winner, Erica Burns of Erica Burns Interiors LLC., received \$750 of Noir product, and the Third Prize winner, Mia Chipman from Ivory Homes, received \$500 of Noir product.

In honor of the participants, Noir will be hosting a brunch on Sunday, October 23, 2016 from 12 – 2 PM 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.

Visit Noir and CFC at High Point Market to view hundreds of new introductions at their two locations.

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 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.