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### **April 2019 Brand New ARIA Collection by West Bros Furniture**

**(High Point, N.C., April 2019)** – HIGH POINT – West Bros Furniture is proud to announce the introduction of the ARIA COLLECTION designed by Blake Tovin. Adding to their impressive lineup of contemporary bedroom collections ARIA offers a new level of sophistication and elegance. Long known for their domestically produced solid wood furniture the new ARIA bedroom collection emphasizes soft geometric lines and modern elegance. The new collection will debut in their brand-new showroom located in the 220 Elm building at this April's High Point Furniture Market

The ARIA collection will debut at the April 6-10 market in the new showroom at the premiere High Point location 220 Elm #301. Made from White Oak with soft edges and brushed bronze hardware, ARIA offers a platform bed and multiple case pieces with dual functionality in luxurious finishes that enhance and beautify the lush wood grain.

In 2011, West Bros/Tovin collaborated and launched a paired down gallery showroom and multiple award-winning collections taking West Bros Furniture to lead the MCM trend. West Bros Furniture has pushed forward into new markets that include becoming the first Canadian Manufacturer to show at the IMM in Cologne Germany last year.

"Blake is an innovationist in both in design and esthetic. He is about bringing furniture into people's homes that is not only beautiful but timeless," said Paul West, Owner & President of West Bros Furniture. "He shares this common mission with us, which is to change people's lives through design. With our production capabilities in design and production along with Blake's creativity it has enabled us to deliver great value to our customers and retail partners."

"West Bros Furniture. has a long history of producing incredibly beautiful furniture collections," Samantha Mund VP of Sales & Customer Service said. "From the moment I started working at West Bros Furniture, I was blown away by the manufacturing capabilities and Paul West's commitment to bringing Blake's design ideas to life and creating collections that exceed quality standards throughout the industry"

"Blake Tovin is one of the most talented designers working today," said Mund. "We are thrilled to work with him on this latest collection and believe customers will not be disappointed with this new collection. Aria is both feminine and elegant with very creative storage solutions too"

At market, the company will show the collection at 220 Elm 301, in a brand-new showroom. Explains Samantha Mund, "We are thrilled to be part of 220 Elm. With its high caliber of design and manufacturing talent, its really the 'go to' in High Point and a destination for our customers." The space was conceptualized by Blake and will feature a more extensive array of West Bros Furniture's complete line of bedroom, dining and workspace residential furniture.

The Aria bedroom collection will be available to retailers in the fall of 2019.

#### **About West Bros Furniture**

West Bros Furniture, located in Ontario, Canada, has been producing meticulously crafted high quality, sustainable solid wood furniture in North America for over three decades. The company remains family owned and operated, serving over 200 furniture retailers throughout North America, Europe and the Middle East. West Bros is also a member and "Silver Exemplary Status" award winner of the Sustainable Furnishings Council, the furniture industry's leading coalition of manufacturers, retailers, and consumers who promote sustainable practices.

The company's product line includes bedroom, dining room and occasional pieces for the residential and commercial markets. The company has received numerous Canadian Home Furnishing awards and has a reputation for excellence.