



# Vilmers 2.0 bringing nature and comfort

## to the High Point Furniture Market

Over the past year Vilmers have been going through a change, resulting in a fresher, more natural Vilmers. With a renewed focus on nature and the uniqueness of each individual customer, they've been given a new way of thinking. Taking inspiration from the outside world they're bringing nature into your home with a deeper focus on comfort.

### Rebranding

Comfort has always been a big part of the Vilmers philosophy and this is as ever-present in their new rebranding. Knowing the sofa is one of the most essential items in the home they categorise their sofas into five different collections. Helping customers to find sofas that are not only comfortable, but also unique to each person who buys them.

*- This is a big step towards Vilmers being a more customer-centric brand. By presenting Vilmers 2.0, we're underlining our process of 'From Nature to Sofa' in the best possible way. We see comfortable living as sustainable living, says Ovidijus Jalonskis, CEO of Vilmers.*

### High Point Market

Starting roughly a year ago it's now time to show the new Vilmers to the world. With it being held in the historical capital of furniture production in the USA, coupled with Vilmers having a clear Scandinavian design aesthetic and a focus on quality, it's the perfect place for it.

*- Our drive for sustainability through a deeper connection with nature is what drives us forward into the future, continues Ovidijus Jalonskis.*

See you at the High Point Furniture Market. We're located at IHFC: IH408, Commerce, Floor 1, come feel the comfort for yourself.