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FOR IMMEDIATE RELEASE

SURYA UNVEILS ITS MOST COMPREHENSIVE AND VISUALLY INSPIRING CATALOG YET

With over 900 pages, Surya's Spring 2017 catalog features 6,000+ coordinating accessories, expressive lifestyle photography and the latest design trends

CARTERSVILLE, Ga. (April 13, 2017) – Surya is kicking off the season with the launch of its Spring 2017 Catalog. The company's expansive product guide, designed with easy navigation in mind, features hundreds of new coordinating accessories for every lifestyle and budget, and includes enhanced lifestyle photography and product close-ups that emphasize texture and design details.

The catalog opens with four decor trends - elegant and textural Achromatic, vibrant and worldly Masala, muted and structural Origami, and colorfully modern, geometric Prism. Stimulating color palettes and curated products offer design inspiration and a glimpse at the fashion-forward looks that can be created effortlessly with Surya accessories.

The catalog features expanded machine made rug, lighting and accent furniture sections to reflect market demand as well as the greater breadth and depth of products that Surya now offers. Accessories are grouped by key categories – hardlines, textiles, rugs, and outdoor – then organized by style and price from high (\$\$\$\$\$) to low (\$). Styles have been refined to include 'Updated Traditional', an important design trend that combines classic design patterns with modern color palettes. The popular Top Sellers section includes over 450 go-to products with proven sales traction, all of which are guaranteed to ship within 48 hours.

"Our goal is to simplify the buying experience for our customers so our showrooms, website and bi-annual catalogs are all designed to make it easy to find products quickly and intuitively. For the Spring 2017 Catalog, we've brought back the color rug index and added more lamps over 30-inches tall, both by customer request," said Satya Tiwari, president of Surya. "Our catalog continues to be a valuable source of information and inspiration for our customers, providing endless design possibilities for any budget and style."

Currently mailing to customers, Surya's Spring 2017 Catalog will make its official debut at High Point Market. Market attendees can pick up a copy in the Surya showroom, Showplace 4100, which will be open daily from 8 a.m. to 8 p.m., beginning Friday, April 21. To browse a digital version of the spring catalog, visit www.surya.com/ecatalog.

[View high res images](#) of the catalog cover and selected pages.

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About Surya

Surya is the premier one-stop source for coordinating home accessories for a broad range of lifestyles and budgets. An expert at translating the latest apparel and interior design trends, Surya artfully combines color, pattern and texture to offer more than 60,000 fashion-forward products, including rugs, pillows, throws, wall decor, accent furniture, lighting, decorative accents, and bedding. The brand also provides innovative display, merchandising and training solutions to support retailers in successfully promoting and selling home accessories. Surya has showrooms in Atlanta, Dallas, High Point, Las Vegas, Mexico City, New Delhi, and Toronto. To learn more, visit www.surya.com.