



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Michael Lawrence
626-839-8700 x 320
michael@najarianfurniture.com

“NAJARIAN FURNITURE INTRODUCTIONS TO TOUCH A SOFTER SIDE THIS HIGH POINT MARKET”

HIGH POINT – California-based furniture designer and manufacturer Najarian Furniture will introduce new bedroom and dining collections during the fall 2019 High Point Market encompassing fashion-forward styles synonymous with the Najarian Furniture brand.

From freshened traditional, to modern, to classic, Najarian Furniture brings subtlety dramatic, eclectic styles to Market that are on-point to mix perfectly into today’s most beautiful and on-trend lifestyles.

“Creating eclectic collections, in a simplistic and versatile way was our primary focus this Market,” says Michael Lawrence, executive vice-president of operations. “Our intention was to bring the ‘WOW’ factor in a subtle way. Rather than dramatic colors and fabrics, this Market’s new introductions are on the softer side, with textured finishes, and embellished hardware.”

Among the introductions:

- Najarian Furniture shares their perspective of traditional through **Hillside**, an updated, on-trend traditional collection. Hillside encompasses four pieces in bedroom and five pieces in dining and is crafted in oak veneer and hardwood solids. Though the collection’s framed cases, inset drawers, and ring pulls in brushed nickel are a few of its highlights, the wire-brush ebony finish are what truly bring the collection to life.
- The **Valencia** dining collection, fuses neoclassic lines with a glazed Champaign glam finish. The collection encompasses a round glass top and rectangular table option, and one chair and server style. The chair’s framed reeding along with the collection’s overall clean, refined lines are the group’s key element.
- **Gramercy**, crafted in oak veneers and hardwood solids, seamlessly fuses modern lines with classic details. In dining, the five-piece collection encompasses a round glass top or rectangular option. Features include a dramatic textural element of metal atop of the

- MORE -

PAGE 2: NAJARIAN FURNITURE INTRODUCTIONS TOUCH A SOFTER SIDE HIGH POINT MARKET

table legs and chairs with curved wooden backs. In the bedroom, a panel bed takes center stage, while accompanying casepieces feature custom pulls in nickel.

- The five-piece **Monaco** bedroom collection is comprised of oak veneer and hardwood solids and is finished in a midnight blue. Monaco presents a striking contrast of strong wood grain with soft gold brass ring hardware. Inset drawers add dimension and add to the collection's overall modern feel.

These collections, along with Najarian Furniture's entire bedroom, dining, occasional, and upholstery collection as well as their MOSAIC HOME accent brand, can be seen at their 113 West Green Drive showroom during the fall High Point Market.

HIGH-RESOLUTION IMAGES CAN BE DOWNLOADED AT:

<https://creativecommunicationservices.com/HPMFALL2019>

FOR QUESTIONS ABOUT THIS PRESS RELEASE, PLEASE CONTACT CARLA MATA 336-803-1334

ABOUT NAJARIAN Established in 1974 and incorporated in the U.S. in 1985, Najarian is now a third generation, family run business based in California with global manufacturing operations. The company manufactures and markets case goods and other furniture products that are distributed nationally to more than half of the Top 100 furniture dealers, as well as to specialty stores and customers in the contract and hospitality markets. The company is headquartered in Pasadena, CA and owns and operates a facility in Rancho Cucamonga, CA where it ships domestically out of a 125,000 square foot warehouse.

###