



FOR IMMEDIATE RELEASE

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“WITH VELVET CONTINUING TO BE KING, NAJARIAN FURNITURE’S UPHOLSTERY
INTRODUCTIONS ARE ON-POINT AT HIGH POINT MARKET”

HIGH POINT –Staying true to their high-fashion design perspective, California-based furniture designer and manufacturer, Najarian Furniture, will introduce upholstery collections during the fall High Point Market demonstrating that velvet continues to be king.

According to Décor Aid Magazine’s *TOP FURNITURE TRENDS FOR 2019*, velvet’s silky and sumptuous feel is the reason for its huge comeback. *“It’s a plush fabric and it’s certainly dramatic – velvet upholstery will make an elevated impact in any room while making it feel all the more grown up.”*

Najarian’s introductions this fall will fit the bill with luxurious, mood-setting velvet coverings and modern low profiles.

New introductions:

Offered in chocolate, ivory, as well as cinnamon velvet, **Milano** is modern with hints of glam. Featuring a curvilinear silhouette, Milano’s low back profile and smooth, refined lines, make any space feel dramatic, yet relaxed. Milano features channel tufted seats, intricate arms, and an accentuated custom plinth base. A sofa, loveseat, and chair are available. *(MSRP \$599 sofa)*

Geneva’s curved profile and vertical channel tufted tight, is graceful and understated. Available in soft linen luxe with an antique white finish, for customers seeking a California-casual look, or a parchment velvet for modern-glam lifestyles, the collection is available in a four-piece sectional, sofa, loveseat, and chair. *(MSRP \$599 sofa)*

These new upholstery collections as well as Najarian Furniture’s new bedroom, dining, and occasional, 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>

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PAGE 2: NAJARIAN FURNITURE UPHOLSTERY INTRODUCTIONS HIGH POINT MARKET

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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.

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