

Elegant Motion makes market debut in Pasha building

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AT THE MARKET — Elegant Motion by Master Motion, a new resource focusing exclusively on the motion upholstery category, is showing for the first time at this week's High Point Market.

The company's 16,000-

square-foot showroom is at 443 S. Main St. in the old Pasha Home building, where 30 motion groups are on display.

Michael Nanni, who is president and CEO of U.S. operations, spent 15 years with Manwah/Cheers, where he handled the Southeast United States, Canada, New York, Caribbean, South and Central America, Mexico

and special accounts, as well as serving as a regional vice president. Prior to the Manwah, his experience includes Samuel Lawrence, and he worked with product development and sales for contemporary manufacturer ALF for eight years.

Before joining the furniture industry, Nanni worked in plastic injection molding in the au-

tomobile industry as a tier two supplier to General Motors, Toyota and Saturn.

"I understand manufacturing not only from the furniture side but also from the automotive side, where staying within the factories capabilities, manufacturing with only the best quality and always keeping attention to detail is a must,"



Michael Nanni

Nanni said.

Products are manufactured in three factories near Shanghai totaling 280,000 square feet and owned by Jackie Zhang, who spent eight years with Manwah in manufacturing and sales management. Plans call for an additional 400,000 square feet of production space.

To date, those plants have produced on an OEM basis, but also have been shipping containers direct to retailers under the old trade name Greater Furniture.

Nanni said the new venture will be "hyper-focused" on motion furniture.


"We will only make motion furniture and will concentrate 365 days a year only on motion," he said. "If others can beat us only spending 25% or 50% of their time on motion and their other time on other categories, then we are not doing our job."

Elegant Motion by Master Motion, he added, will take the same approach in motion as California-based In-And-Out Burger does in food service.

"In-And-Out Burger only serves five things: hamburgers, cheeseburgers, french fries, soda and milkshakes," Nanni said. "It concentrates on having the best of those five items around. That is why there is such a long line through their drive through that they have someone standing outside to take orders to make the line move faster."

"We believe in hyper-focusing on one category and spending the complete year reviewing, analyzing and developing our motion line up targeted to" retailers' customers.

Nanni will run U.S. operations including sales, product development and overseeing samples through manufacturing. Zhang will focus his time in Shanghai among the factories.

"This tight communication will allow us to be agile, nimble, and react quickly to market needs," Nanni said. 



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