



FOR IMMEDIATE RELEASE

Showcasing the Winning Design Celebrating ELLE Décor's 30th Anniversary, as well as the ELLE Décor collection products, at the annual High Point Market



Earlier this year, ELLE Décor, along with their licensing partner Living Style Group, collaborated with BASHI and held a contest celebrating the publications 30th Anniversary. The contest called for a one-of-a-kind piece of furniture, or a collection of pieces, that would be featured in the magazine. It offered small designers the chance to get visibility and have their art featured at iconic retailers like Wayfair. With over 80 unique designs submitted, Whitney Robinson, the Editor-in-Chief at ELLE Décor, judged the contest and picked architect Emir Polat as the winner.

Polat originally studied architecture in Turkey, and then later earned his master's degree in interior & living design at Domus Academy Milano in Italy. Polat, an architect and furniture designer from Turkey, submitted his collection of pieces, called "La Plausa" which was strongly influenced by his time spent in Italy. After deeming "La Plausa" a perfect representation of the long history of ELLE Décor, Polat was named the winner.

In addition to winning \$1000 and being featured in the magazine, "La Plausa" will be showcased at the ELLE Décor Collection B to B model showroom at the annual High Point Market in High Point, North Carolina. The bench is

priced at \$249 retail, and the chair at \$399 retail. The event will go from October 19th to October 23rd and the hours of the showroom will be Saturday – Tuesday from 8 AM to 7 PM, and Wednesday from 8 AM to 5 PM.

This occasion will allow visitors to be able to experience a real-life ELLE Décor collection showroom featuring products in all the different categories—furniture, dinnerware, bath accessories, basic bedding, pillows, wall art, etc. Products from the ELLE Décor collection are available at <https://www.wayfair.com/brand/bnd/elle-decor-b42765.html>.

For additional information or interview requests, contact:

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Editor's note:

About Elle Brand:

The Elle brand is owned by the Lagardère Group based in France. Lagardère Active Enterprises is the dedicated business unit of the Lagardère Group, which runs the non-media Elle brand extension worldwide, in more than 80 countries. With seven offices worldwide (Paris, New York City, Tokyo, Seoul, Hong Kong, Shanghai, and Bangkok), this business unit is in charge of the creation and management of licensing programs developed for Elle and its spin-offs (Elle Homme, Elle Sport, Elle Golf, Elle Décor, Elle Café, etc.). The products associated to these brands are developed through 150 licensing contracts and commercialized at a local, regional or international level. The main categories are fashion and accessories, beauty, home and decoration, services (spa, café, etc.), targeting women, men and kids.

About Living Style Group

Living Style Group is a leading pure-play furniture company that brings speed to market with core capabilities in design, development, sourcing and production for all furniture & furnishings. Living Style Group is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung (SEHK: 00494), which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

For more information, please visit www.livingstyle.com.