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FOR IMMEDIATE RELEASE

Fall's hottest home furnishings trends made affordable

Sauder showcases four top trends at High Point Market, making style and chic designs accessible

ARCHBOLD, Ohio — Oct. 1, 2014 — This fall at [High Point Market](#), Sauder brings high style to its trend-seeking customers who want fashionable furniture designs for less.

“Sophisticated design and the season’s hottest trends don’t need to come with an expensive price tag,” says [John Amell](#), Sauder trend and design manager. “With new finishes, patterns and designs similar to favorite aspirational brands, we are showing how high-end design can fit into anyone’s home and budget.”

Sauder is highlighting four trends: international glam, multifunctional pieces, home workstyles and cottage chic.

Livable international luxury

From furniture and accessories to lighting and hardware, home furnishings are replicating the metallic finishes, rich materials, sophisticated colors and stunning curves of international styles this fall. To bring some glam into everyday décor without the cost of a specialty furniture showroom, Sauder premieres its International Lux prototype collection at High Point Market.

Inspired by simplified contemporary forms and the refined elegance of formal style, the International Lux prototypes feature functional storage and accent pieces, including credenzas, storage cabinets, accent tables, upholstered seating, desks, coffee tables and nesting tables. Prototypes feature new finishes (gold, silver and brass metallic) plus fabric-inspired patterns in linen and brocade for a decorative international style.

Prices for Sauder’s International Lux prototype collection start at \$69.99.

Multifunctional pieces bring high-end design to small-space living

“We know millennials are getting by on less, sometimes out of necessity but often because of convenience and thrift,” Amell says. “By introducing multifunctional pieces that align with top design trends, we’re showing that, no matter your age or your income level, you don’t need to compromise on style, function or price.”

Sauder has designed several pieces that are ideal for small-space, loft and apartment living by making wise use of space, even when not in use. Instead of a traditional coffee table, multipurpose pieces such as [ottomans](#) double as a footrest with clever storage. Lightweight [side tables](#) or [wheeled carts](#) are easily maneuvered from room to room as a night stand or bar cart. Sleek [sofa convertibles](#) serve two purposes: sleeping the unexpected overnight guest and stowing extra blankets and pillows in hidden underseat compartments. Nesting tables, such as those in Sauder’s new Inspired Accents and International Lux prototype collections, have a small footprint but can be separated as needed.

Multifunctional furniture pieces and prototypes from Sauder start at \$79.99.

Work and style unite in the new home office

Fewer consumers are dedicating rooms in their homes for a traditional home office, because it's less about where in the home they work; it's about how they work within their space. From paying bills and checking email to crafts, hobbies and DIY projects, today's customers prefer the comfort of the living room rather than a secluded, private space. As a result, they are looking for furniture that blends with the overall design and lifestyle of the room.

Designs from Sauder's [Cannery Bridge](#) collection and new Accent Seating and International Lux prototype collections make it easy to create a workspace in the bedroom, living room or kitchen. You'll find [counter-height desks](#) designed to double as work tables for crafts. Think upholstered accent seating that easily transitions back to the dining room. Discover sleek compact desks that can serve as sofa tables or fit nicely in entryways. To accommodate modern needs, [tech-friendly desks](#), [side tables](#) and [cabinets](#) with power strips and USB charging stations discreetly store tablets and laptops when not in use. Some pieces even house a printer.

Sauder furniture for everyday workstyle needs are priced as low as \$99.99.

Affordable cottage chic

It's not Grandpa's cottage in the woods, but it does evoke that same sense of nostalgia. This fall's cottage style blends elements from the past — like that heirloom patchwork quilt or wicker rocking chair — with bright and simple furnishings for an uncluttered and sophisticated cottage chic look.

"Cottage style is warm, welcoming and homey," says [Mark Strayer](#), Sauder principal designer. "Add a back-to-the-basics appeal that's reminiscent of simpler times and you've got the foundation of a style that's appealing for customers of all ages."

With its popular [Original Cottage](#) and [Cottage Road](#) collections and new Inspired Accent prototype collection, Sauder has made cottage furniture affordable while still incorporating key elements of the popular design: sophisticated wainscoting and tongue-and-groove paneling; a mix of natural textures; and colorfully painted furniture in soft blues, greens and yellow hues. Well-chosen furniture pieces, like a [weathered and worn dresser](#), [soft blue-green painted chairs](#) and a [whitewashed entertainment credenza](#), help create a personalized look that's a blend of new and time-worn favorites.

Cottage style furniture from Sauder has prices starting at \$79.99.

Visit Sauder at High Point Market

Sauder furniture and prototype pieces that reflect these trends will be available Oct. 18 to 23 in Sauder's High Point Showroom at 220 Elm St., Space 218, one block west of Main Street between West Commerce Avenue and West Green Drive.

About Sauder

Manufactured in America's heartland for 80 years, Sauder Woodworking Co. is the leading North American producer of ready-to-assemble furniture. A family-run business based in Archbold, Ohio, Sauder embraces sustainability measures that reuse and recycle more than 98 percent of its solid waste materials. The company currently offers more than 30 furniture collections that enable everyone to experience the joy of affordable style. Follow us on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#). For tips on affordable style visit the [furnish forward](#) blog or [Expedition Design](#) style lab. Learn more at [Sauder.com](#).

ATTAINABLE INTERNATIONAL LUXURY.



- 1. International Lux Bar Cart Prototype, \$169.99
- 2. Winston Accent Seating Prototype, \$299.99
- 3. International Lux Coffee Table Prototype, \$179.99

Photo Caption

Attainable international luxury

International Lux Bar Cart Prototype, \$169.99

Winston Accent Seating Prototype, \$299.99

International Lux Coffee Table Prototype, \$179.99

Multifunctional chic when you're short on space

[Soft Modern Desk](#), \$169.99

Inspired Accents Bar Cart Prototype, \$79.99

[Estate Sofa Convertible](#), \$489.99

New home office gets the job done in style

[Cannery Bridge Work Table](#), \$289.99

[Cannery Bridge Counter-Height Stool](#), \$99.99

Luna Accent Seating Prototype, \$159.99

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- 2. Soft Modern Desk, \$169.99
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Affordable cottage chic

[Harbor View Dresser](#), \$289.99

[Cottage Road Entertainment Credenza](#), \$279.99

[Original Cottage X- Back Chair](#), \$119.99, set of two

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AFFORDABLE COTTAGE CHIC.



- 1. Harbor View Dresser, \$289.99
- 2. Cottage Road Entertainment Credenza, \$279.99
- 3. Original Cottage X- Back Chair, \$119.99, set of two