

NORWALK FURNITURE

FOR IMMEDIATE RELEASE

CONTACT: Jacklyn Davis
Norwalk Furniture Marketing
419-744-3361

NORWALK FURNITURE UNVEILS NEW BRAND—STUDIO 1902—AT HIGH POINT FURNITURE MARKET

Norwalk, OH (April 2025) – Norwalk Furniture is proud to announce the launch of *Studio 1902*, a new upholstered furniture brand that blends American craftsmanship with a modern yet timeless design ethos. The brand will make its debut at the upcoming **High Point Furniture Market** in the **Norwalk Furniture Showroom, IHFC space M108**, with a special **launch event on Friday, April 25 from 3–6 p.m.**, featuring cocktails, snacks, and live music by *Chamberlin Birch*.

At its core, Studio 1902 is about transforming creativity into clarity—crafting upholstery pieces that transcend trends and resonate deeply with the people who live with them. Rooted in American craftsmanship and guided by a commitment to quality, authenticity, and timeless design, each piece is made to last. Studio 1902 embraces the quiet power of minimalism, aiming to speak boldly through simplicity and elevate the everyday through thoughtful restraint and enduring form.

“There has never been a better time for a new authentic American upholstery brand,” said **Tim Newlin, President and CEO of Norwalk Furniture**. “We’ve targeted a specific consumer with a product line tailored to their tastes and buying habits. Our design team was thoughtful and meticulous in curating an assortment that’s both versatile and easy to buy.”

Studio 1902 offers a cohesive assortment of upholstered furniture with more than 50 fabric covers curated across coordinated lifestyle themes. With premium cushion materials selected for exceptional comfort, the line delivers a luxurious seating experience. As always, every piece is **made in the USA**, with a promise of quick delivery, enduring quality, and trusted craftsmanship.

NORWALK FURNITURE

Norwalk held a sneak peak of the Studio 1902 line at its factory and showroom open house last month in Ohio. The new collection was pre-ordered by multiple customers from across the country. “I was very pleased with the initial response” commented Carrie Norris, VP of business development at Norwalk Furniture, “and we were able to incorporate early feedback and make product improvements before taking this to our launch in High Point”. The company also states that the thorough Marketing support package will be available before the furniture arrives this summer.

Studio 1902 can be experienced in person at the Norwalk Furniture showroom throughout High Point Market. Market attendees are invited to attend the official **launch party** on **Friday, April 25** from **3:00 to 6:00 p.m.** to celebrate the brand’s debut.

About Norwalk Furniture

Based in Norwalk, Ohio, Norwalk Furniture has been manufacturing high-quality, custom upholstered furniture for over 100 years. With a reputation built on craftsmanship, innovation, and American-made excellence, Norwalk continues to be a trusted name in the furniture industry.

###