

PRESS RELEASE

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F L E X S T E E L[®]
Industries

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Flexsteel Brings Bold Design and Innovation to the Summer Las Vegas Market

DUBUQUE, IOWA | July 17th, 2025 - Flexsteel returns to the Summer Las Vegas Market with a robust lineup of fresh introductions spanning every major product category, including their Domestic Made to Order, Sourced Soft Seating, Zecliner collections, and its newly launched Statements™ case goods collection. These latest additions reflect the company's strategic focus on strengthening core programs, expanding demand in key categories, and delivering designs that align with the evolving needs of retailers and today's consumers.

Securing Statements: A Stronger Case Goods Story

Now entering its second Market, Flexsteel's Statements™ continues to gain momentum, offering retailers and customers a design-forward mix of bedroom, dining, occasional, and entertainment furniture. Designed with a refined perspective, this collection blends thoughtful functionality with distinctive styling.

New introductions include:

- **Athens Bedroom:** Sleek slat paneling and rounded edges pair with smart storage, wireless charging, and antique bronze hardware for a timeless, practical bedroom.
- **Bellevue Dining:** New-traditional design in a rich Whiskey finish. Soft curves, chevron veneers, and hidden table leaf storage suit both casual and formal dining.
- **Lincoln Dining:** Architectural lines and warm walnut finishes come together with rope accents, faux-concrete tops, and hidden casters for versatile, easy-to-style pieces.
- **Cleo Dining:** Modern elegance with everyday smarts. Arched lines, USB ports, and built-in storage make Cleo as functional as it is beautiful.



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Expanding Core Placements: Domestic Made to Order

Flexsteel introduces its most comprehensive update to the Domestic Made-to-Order program since 2020. New groups offer a wide range of stationary seating options, featuring custom fabrics, multiple silhouettes, and flexible scale options to suit every home.

New introductions include:

- **Lottie:** Refined camelback silhouettes, feather-fill cushions, and optional skirts offer classic charm with customizable fabric options.
- **Rudy:** Retro styling with modern flexibility. Sleek cushions and modular design create comfort-focused layouts with a personalized touch.
- **Aggie:** Soft curves, tight-back construction, and tailored lines deliver cozy, space-conscious seating with a modern twist.
- **Bradley:** Reimagines a Flexsteel favorite with bold lines, nailhead trim, and versatile styling in both leather and fabric.



Sourced Soft Seating

This season, the Sourced Soft Seating collection pushes the boundaries of motion design, delivering a seamless blend of advanced features, lasting comfort, and elevated style. Each group meets the rising demand for motion seating that delivers both style and performance.

Highlights include:

- **Frankie Modular Motion:** Innovative motion seating with Bluetooth, pop-out storage, wireless charging, and a stationary look wrapped in performance fabrics.
- **Dutch Motion Group:** Sophisticated style meets advanced motion. Features include Italian leather, wireless charging, dropdown consoles, and wide arms.
- **Ranger Motion Group:** Bold design meets built-in comfort. Includes heat, massage, hidden storage, a dropdown console, and protected leather.

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Zecliner: Wellness in Motion

Flexsteel's wellness-forward Zecliner category returns with its most versatile offering to date: the Zofa Console + Modular Sectional. Engineered for relaxation and recovery, this modular configuration features power reclines, heat and massage, Bluetooth audio, and optional lift or recliner ends—all wrapped in Nanobionic performance fabric.

New additions, such as swivel trays and expanded layout options, make the Zecliner Modular the most adaptable Zecliner yet, designed for comfort-first living with innovative performance and health benefits at its core.



Visit Us at the Market

Flexsteel welcomes buyers to its showroom at the World Market Center, **Space A554**, from **July 27–29, 2025**. For more information, contact marketing@flexsteel.com.