

## **Lancer Furniture Returns to High Point Market After Six-Year Hiatus With Revitalized Product Offering**

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**STAR, N.C.** – After six years away from the High Point Market, **Lancer Furniture** will make its highly anticipated return this fall, debuting a completely renovated product line at **220 Elm** in showroom 218.

“Lancer hasn’t lowered the quality of the wood, coils, or foam—the ‘guts’ of our product—in decades, and we have no plans to in the future,” said **Zaven Deese, Chief Operating Officer and third-generation of Lancer Furniture**. “What we’ve been working on for the better part of a decade is ensuring the exterior matches—and even exceeds—the integrity of the interior. We’ve elevated fabrics, updated silhouettes, and refined our designs to be more timeless and mainstream. We believe now is the perfect time to show the industry our ‘glam-up.’ At the same time, we remain committed to our nearly 60-year tradition of vertical integration and manufacturing in America.”

The refreshed showroom will also spotlight **power motion furniture**, a major focus for Lancer’s future.

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