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HURTADO DEBUTS ULTRA MODERN AND CHIC SOHO COLLECTION AT FALL HIGH POINT MARKET 2016

Los Angeles, CA. (October 2016) - HURTADO FURNITURE will make a trendsetting and stylish statement at the upcoming High Point Market by debuting the ultra modern and chic SOHO Collection on Oct. 22-26, 2016. The SOHO Collection is characterized by accentuating HURTADO's artisan designs with glamour, marble, leather, and brass as raw materials which have all been a flourishing trend and a timeless signature touch of luxury. The collection will be presented at 208 English Road. High Point, North Carolina.



The SOHO Collection by HURTADO has modern and sleek lines that have been inspired by traveling around the world and combining a classic contemporary feeling with innovative shapes that feature luxury materials. The new collection includes bedroom pieces, dining room furniture, and occasional pieces for living rooms that can also be used to complement other collections of the same line. The pieces are contemporary and feature touches of luxury as can be seen on the SOHO tables, whose bases can come in wood, brass, or stainless steel. The SOHO lines are typically straight, though soft, and sweeping curves are also present in good measure. Color palettes are very subtle, with an emphasis on cream, ivory, and bright grey. This collection creates a relaxing ambiance. Noble and exotic woods along with amazing detailing are also widely present in the collection.

The SOHO Collection exemplifies excellence, style, and forward innovation while maintaining tradition. The collection is available in 22 finishes such as lacquer, matte, satin, three levels of sheen, and a choice of woods that include walnut, maple, rosewood, and oak. HURTADO proudly adapts to the spirit of customization. Founded in Valencia, Spain, in 1940, HURTADO enjoys a renowned international reputation for its excellent furniture collections in both classic and contemporary style.

Some of the highlights of the SOHO Collection which are all exquisitely made in Spain that can be seen during market are the SOHO King Bed (#SHKP04) which features an upholstered bed with high sheen white maple and beautiful brass accents on the feet of the contemporary platform. The SOHO Bedside Table (#SH4008-1) is stylish and features a marble top, three drawers with leather fronts, and brass accents on the feet. The SOHO Credenza (#SH2002-1) highlights HURTADO's specialty in excellent craftsmanship as the credenza has four center drawers with the three bottom drawers using a touch latch system, two side doors, and brass accents on the feet as well as the hardware all while making a glamour statement with a marble top. Another highlighted piece of the collection is the SOHO Glass Top Dining Table (#SH0004-1) which is a luxe piece of elegance and high sophistication featuring a glass top on a brass accent base. More pieces of the SOHO Collection can be seen during High Point Market.

HURTADO FURNITURE was founded in 1940 in Spain and has its beginnings making altar pieces made of marble and wood in South America, Central America, and Spain. HURTADO is one of Spain's leading manufacturers of upscale and European-style furniture. At HURTADO's factory in Valencia, Spain, each piece of furniture is produced according to traditional hand-crafting techniques and uses the most advanced technology in systems of production and quality control. HURTADO makes a presence in more than 50 countries including Europe, Asia, the Middle East, and South America. HURTADO is now a third generation company that has grown into one of the most internationally renowned furniture producer of high-end furniture by preserving the hallmarks and traditions of the HURTADO brand.

For more information, please visit the official website: www.hurtadofurniture.com

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SOHO COLLECTION FALL HIGH POINT HIGHLIGHTS 2016



SOHO King Bed (#SHKP04)



SOHO Bedside Table (#SH4008-1)



SOHO Credenza (#SH2002-1)



SOHO Glass Top Dining Table (#SH0004-1)