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NOIR TO UNVEIL INNOVATIVE DESIGNS AND NEW FINISH AT FALL HPM 2017

Los Angeles, CA. (Aug. 30, 2017)–Noir Furniture (www.noirfurniturela.com) will spotlight an array of new designs joining the Noir collection of full range interior designer styles which include Classical, Traditional, Mid-Century Modern, Modern and an illuminating collection of lighting. The Noir collection stands the test of time of both timeless design and lifetime as Noir uses sustainable materials along with handmade construction techniques to ensure a top quality heirloom product. This season, in select items, we will see the use of Mindi Wood which has been used for centuries in the construction of long life furniture along with a new “Charcoal” finish. Noir will present their collection from Oct 14-18, 2017 at IHFC Interhall #IH002.



Most recently, Noir presented new designs during Las Vegas Summer Market 2017 and continues to unveil introductions on a monthly basis. From the introduction of the ever successful collection of brass and silver, to the playful gestures and sleek geometric lines, to the addition of the “Washed Walnut” and “Charcoal” finishes, Noir maintains a special element of surprise. The new “Charcoal” finish falls between the Pale Lacquer finish and the Hand Rubbed Black finish. This multi-layered appeal with reduced gloss finish is perfect for pairing with the current brass trend or with cooler metals. Each hand-crafted piece is part of the 1200 Noir designs that complement each other because they are meticulously hand designed to scale by Swiss-born Georg Baehler.

Noir’s commitment to manufacturing using sustainable materials remains intact and is used as inspiration for the new Mindi Wood designs. Mindi Wood is also known as White Cedar and is much like teak. It is grown on plantations and naturally resistant to decay. Noir uses natural stones and properly dried solid woods for construction along with steel which provides a greater foundation in their designs to increase durability.

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Some of the Noir highlights that can be seen during Fall High Point Market 2017 are the Golyath Coffee Table (GTAB1030) which will definitely make a lasting impression. This table features 640 lbs of stone and glass. The use of Mindy Wood will be seen in The Jericho Small Chest (#GDRE214WAM) which features ample storage and a signature Noir appeal. The Boverly Hutch (#GHUT139) by Noir is checker inspired and designed using Noir’s new “Charcoal” finish in combination with “Washed Walnut.” The Ra Sideboard (GCON280HBT) features four unfinished teak doors that are hand-carved with an intricate relief pattern inspired by the sun’s luminous rays. Another luminous addition by Noir is the Alva Chandelier (#LAMP669) which has white details encircling the discs on the handmade glass chandelier. The highlighted pieces are only a snapshot of the collection that will be presented at the upcoming markets.

About Noir: In 2004, Georg Baehler and Stephanie Lu formed Noir Trading, Inc. with a mission to create and build furniture that deftly balances design and affordability. Over a decade later, Noir has established itself with a hand-crafted line of over 1200 products that is consistent, sustainable and available. As the Lead Designer, Swiss-born Georg Baehler creates every item for Noir the old-fashioned way: with a pencil and paper. Whether wholly original or classically inspired, every Noir product is meticulously designed to scale by Georg’s hand. Georg’s passionate design regimen is so prolific that Noir’s factories have yet to catch pace with him.

Noir is available through the trade as well as select retailers. Noir has corporate showrooms in High Point (International Home Furnishings Center), Las Vegas (World Market Center) and Atlanta (AmericasMart). Noir has representative showrooms in Dallas (World Trade Center), Denver, Laguna Niguel (Laguna Design Center), Los Angeles (LA Mart) and New Jersey. For more information, visit the official website www.noirfurniturela.com .

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FALL HPM MARKET HIGHLIGHTS 2017



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Alva Chandelier