

MEDIA CONTACT

MAURA RILEY

Director of Brand Communications

and Photography

mriley@caracole.com

336.389.5249

FOR IMMEDIATE RELEASE

Caracole Expands Couture Custom Upholstery Program to Include Beds

Couture custom bed program makes it easier than ever for designers to create unique designs

Greensboro, N.C., October 14, 2017 – Caracole has just the thing for designers looking to create one-of-a-kind statement furnishings—it’s the Couture Custom Upholstery Program. Created to provide designers with a custom option that helps them design statement upholstered pieces for their clients, Caracole’s Couture program now includes five stylish bed options. Selecting from Caracole’s broad assortment of customizable fabrics and on-trend finishes, designers and consumers can create their own unique bed designs.



“Designers have always appreciated the high-style silhouettes and the attention to detail Caracole offers, and so we created our Couture program to meet their specific needs,” says Caracole’s Director of Couture and Trade Sales, Cameron Ward. “Couture has been such a resounding success for our upholstered chairs and sofas that we’ve expanded it to include five of our best-selling beds.”

The Couture upholstered bed program includes the *French Kiss*, *Lovie Dovie*, *Nite in Shining Armor*, *Pillow Talk*, and *Tuck Me In* models. Ranging from traditional tufted looks to shapely contemporary styles, these five beds offer stunning silhouettes that can be customized with the designer’s choice of fabric and wood finish. As part of the Couture Custom Upholstery program, the beds can be personalized with more than 300 fabric and leather choices or the customer’s own fabric. Custom finish options include 30 signature Caracole finishes, as well as any Benjamin Moore® paint color.

In addition to its High Point showroom in the IHFC -C500, Caracole has a design center open year-round at Atlanta’s AmericasMart in Building 1, Suite 14-C-6. Stocked with samples of its wide array of fabric and finishes, as well as many best-selling furniture designs, it’s the perfect location for designers to work with their clients to create their ultimate customized furnishings.

#

ABOUT CARACOLE

A leader in both style and quality, Caracole delivers distinctive designs with high-style at an exceptional value. Known for its unique materials, rich finishes and on-trend fabrics, the whole-home furniture manufacturer offers a variety of stylish product portfolios designed to fit today's homes and lifestyles. These include Caracole Classic, Caracole Modern, Caracole Signature, Compositions, and Caracole Couture Custom Upholstery.

Available to both the trade and designers, Caracole shows in two locations: its flagship showroom at the High Point Furniture Market in the IHFC -C500 and at Atlanta's AmericasMart in Building 1, Suite 14-C-6.

For more information, visit caracole.com.

To download high resolution and RGB files for web, please copy the Dropbox link into your browser.

<https://www.dropbox.com/sh/ixjhrqwcpmingv3/AACq6Vmcs0fWAxIwSycxFxyYa?dl=0>