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**SAM MOORE EXPANDS PERFORMANCE FABRIC LINE; UNVEILS NEW POINT-OF-PURCHASE DISPLAY, PROGRAM LOGO**

**70 DURABLE, HIGH-STYLE TEXTILES TO MAKE THEIR DEBUT IN HIGH POINT**

**BEDFORD, VA –** A leader in crafting quality, custom upholstery, Sam Moore will unveil a new performance fabric program at the upcoming High Point Market. The program includes 70 new fashion-forward fabrics, a point-of-purchase display and a new logo.

“As a leader in fashion upholstery, it’s important for us to provide our customers with a variety of colors, patterns and textures, along with the daily-wear attributes that have become so popular among performance fabrics,” said Sandi Teague, vice president of sales and merchandising for Sam Moore. “In addition to the durability attributes they offer, the new fabrics don’t have that stereotypical ‘performance’ look or feel. Rather, each is rich with color, patterns and a soft hand that makes them just as stylish as they are functional.”

To help navigate the expanded product line – which now includes more than 100 performance textiles – a new point-of-purchase display has been developed to help retail sales associates and consumers find fabric options that are best suited for their lifestyles. With easily recognizable icons that demonstrate the benefits of each fabric, the display highlights characteristics including reactivity to sunlight, spill resistance and cleanability. The revamped line also features a new logo with a young girl and a dog – two primary culprits of spills and stains – which will be located on each swatch, making it easy to identify them on the retail floor.

The expanded cover options will be featured throughout Sam Moore’s showroom in trending colors and patterns inspired by *Fashion Snoop’s 2019-2020 Color Forecast* including ***Déjà vu***, ***Core***, ***Mushroom***, ***Hemp*** and ***Joy.***

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SAM MOORE EXPANDS PERFORMANCE FABRIC LINE

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***Déjà vu*** – a grey-tone blue – is a core fashion color that exudes the perfect combination of fresh and familiar. ***Core*** is a soft, yet deep brown that acts as an updated version of grey. This understated brown will pair perfectly with many neutral colors – also trending this season. ***Mushroom*** presents a shift to brown-casted neutrals and warm tone greys, while ***Joy*** is a sophisticated variation of a purple-pink hue that will compliment both neutrals and jewel-tone colors. Lastly, ***Hemp*** provides a clean look that is authentic and pure, providing the perfect canvas to bring coordinating elements in the room to life. Additional color trends this season include Tuscan teal, purist blue, mellow yellow and neo mint.

The new fabrics will be showcased across a variety of swivel chairs, club chairs, exposed wood chairs, wing chairs, and recliners as well as Sam Moore’s Simply Me Loft Living upholstery program, that will be expanded this Market to include recliners, loveseats, cuddlers for sectionals and a larger-scale sofa.

Sam Moore’s High Point showroom is located in the IHFC building in space C-1058.

Sam Moore Furniture is a leader in crafting quality, custom upholstery. In 1940, a young Sam Moore and four of his friends bought the Delaware Chair Co. in Delaware, Ohio. A tough economy and a looming war forced Sam to relocate. The company moved south to Christiansburg, Va., in 1943 and to its current home in Bedford, Va., in 1960. Through the years, the company expanded to a 300,000-square-foot facility that is a balanced blend of state-of-the-art technology and hand craftsmanship. In 2007, Sam Moore was acquired by Martinsville, Va.-based Hooker Furniture, one of the world’s largest and most respected furniture companies, founded over 90 years ago in 1924. Like Sam Moore, Hooker is known for quality furnishings of exceptional value. For more information, please visit [sammoore.com](http://www.sammoore.com).

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