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**SAM MOORE EXPANDS “SIMPLY ME LOFT LIVING” UPHOLSTERY PROGRAM AT UPCOMING FALL HIGH POINT MARKET**

**NEW STYLES ADD TO EXPANSIVE CUSTOMIZATION OPTIONS**

**BEDFORD, Va. –** Due to the recent success of its *Simply Me* *Loft Living* upholstery program, Sam Moore, a leader in crafting quality, custom upholstery, will debut a new lineup of customizable pieces to complement existing items in the program at the Fall High Point Market. The expanded collection includes 13 curved seating styles that can help create comfortable conversation areas within the home. The new pieces not only add versatility to the group, but also allow the company to continue to serve its interior design partners as well as design-oriented consumers who prefer to customize their upholstery styles to fit their spaces and express their personal design aesthetic.

“Our *Simply Me Loft Living* collection has been a tremendous success since its introduction in April of 2019 and the addition of the curved pieces adds a sophisticated appeal to the group.” said Sandi Teague, vice president of sales and merchandising at Sam Moore. “Building on this success, we want to continue to provide our retailers with as many customization options as possible, but in a simple, efficient way. That’s why this collection is so popular, the process is easy and it gives consumers more ways to customize their homes to match their individual styles.”

New pieces include right- and left-arm facing curved loveseats, a curved armless chair, right- and left-arm facing open chaises, and right- and left-arm facing curved bumper chaises. Each of the curved loveseats are available in all four arm styles within the collection, including the *Dimitri* with its transitional sloped track arm with gentle shaping, the *Danae*, a rolled arm with top stitching, *Daxton*, a classic, contemporary track arm with top stitch treatment and *Darrien,* a modern, traditional scoop arm.

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*Loft Living*, asub-category of *Simply Me,* was introduced to add more modern styles to the best-selling collection that has been a top performer for the company for more than four years. *Loft Living* made its debut in April of 2019 with three transitional upholstered arm styles and a smaller scale Studio Sofa, adding modern style and a wider selection of sizes to appeal to a broader target audience. In addition to the wide variety of pieces and arm styles available in the program, the *Simply Me* *Loft Living* collection offers further customization with a choice of two back options, three cushion options and more than 500 fabric choices.

Sam Moore’s High Point showroom is located in space C-1058 of the International Home Furnishings Center.

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, Virginia, in 1943 and to its current home in Bedford, Virginia 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, Virginia-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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