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FOR IMMEDIATE RELEASE

**Safavieh Shows Global Reach at Las Vegas Furniture Market**

*July 13, 2015 (New York, NY)* - Safavieh is showcasing its world-class collection of furniture through a sensational installation at Las Vegas Furniture Market this August 2015. The showcase is made up of an assortment of chairs representing pieces from past and current collections. The spectacle is being designed and assembled in Belgium, the company’s *new* European headquarters. Safavieh is quickly expanding its market and operations to Europe and Asia, which have been places of design inspiration for the home furnishings brand for over a century.

“It’s a big year for Safavieh, and we are looking to make a big impact at Vegas Market,” said Jonathan Yaraghi, the Creative Director of Safavieh. “We want to show the evolution of our brand into a global home furnishings business. We have amazing new product in our couture line, our Dream mattress line which has been doing very well since its introduction in April, as well as new wholesale furniture and rugs. We are a brand with a global reach and this is the market to make that known.”

Utilizing their new connections in Europe, Safavieh will be launching a brand new collection which will include IRETRO models + LIBECO Belgian Linen. LIBECO Belgian linen has a unique combination of properties like lasting durability, unrivaled comfort and rich color absorption. This specific Belgian linen has been used for generations by the royal family. The more it is used, the more it is ages beautifully. It is highly absorbent, lint-free and non-allergenic. “It's very fresh, and we are excited about bringing a royal touch to our Safavieh customers,” said Jonathan Yaraghi.

Safavieh has grown into a powerful brand that keeps expanding with innovative new products and designs that resonate with the global consumer. “We take influences from all over the globe and follow fashion trends that we then weave into our design process. At the same time we have been growing our partner networks and warehouse management so that we can better serve our customers.”

**About Safavieh**

Since its inception in 1914, Safavieh has grown from a luxury rug company to a sophisticated furniture empire, with manufacturing facilities on three continents and global distribution. Known for their heritage and craftsmanship, their mission is to lead with innovation while preserving centuries-old traditions. Safavieh drop-ships thousands of products daily to customers in all 50 states, as well as Canada, South America, Europe and Asia. Safavieh products are available direct to consumers through their many online retail partners, Safavieh showrooms, and furniture dealers nationwide. Safavieh focuses their research and development on creating the highest quality products within a broad range of budgets.

Safavieh has collaborated on exclusive lines with designers Thomas O’Brien, Jamie Drake, and Thom Filicia, as well as celebrities Martha Stewart and Isaac Mizrahi. In 2012, they successfully launched the coveted Ralph Lauren rug collections by Safavieh.