

# UNIVERSAL

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## **Universal Broadens Upholstery Line** Retail appeal bolsters expansion

**HIGH POINT**, N.C., October 20, 2016 – Universal Furniture adds 35 new skus to its upholstery line this fall, bringing the total offering to more than 100 pieces.

“With the success of our earlier introductions, we know retailers are ready to embrace a larger upholstery offering,” says Sean O’Connor, vice president of eastern regional sales for Universal Furniture.

Fifteen new designs were created specifically to blend with the new Modern by Universal collection. Styles range from leather and hair-on-hide accent chairs to sleek leather and metal pieces, to clean-lined sofa groupings.

Another 20 skus were designed to merchandise and complement existing casegood collections. These include track arm and crescent-shaped sofas, and caned and club accent chairs. “These additions are versatile,” said O’Connor. “Although developed with our Curated Collection in mind, their transitional nature works with multiple styles.”

All new fabric introductions this season will feature performance fabric base cloths from STI (Revolution) and Crypton. Accent items are covered in lush, 100 percent cotton velvets from JB Martin and premium Italian leathers from Moore and Giles.

### **New Seat Core, New Warranty**

“Comfort remains top of mind,” said O’Connor. “We developed a new memory foam seat core for one of our clean lined, modern sofa designs, and we feature premium feather blend seat cushions and 100 percent down-blend toss pillows on our sofas.”

In addition, Universal announces a lifetime warranty on frames and springs beginning this fall.

### **New Introductions**

BREXTON is a simple track arm sofa with three, memory foam seat cushions. The simplicity in upholstery is countered by a sleek 4-inch by 4-inch plinth wood base in a charcoal finish. Covered in Waltz, an off-white Revolution fabric from STI.

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KENDALL takes the prize as the classic midcentury lounge chair. An exposed and contoured dark wood frame supports an upholstered back and seat in either black leather or gray velvet.

TRAVERS personifies sophistication. This cocktail table is edged in a brass finish frame and legs, which enclose a taut surface of black tufted leather.

The SHANNON chair and chaise recall the iconic form of Mies van der Rohe's Barcelona chair. Buttery, button-tufted black leather from Moore & Giles tops a polished stainless steel base.

GARRETT is a lounge chair defined by its striking, light gray hair-on-hide upholstery with a quilted appearance. The seat of this mod lounge chair sits within a wide, exposed-metal frame with ribbed detailing and an aged bronze finish.

### **About Universal**

Universal Furniture creates quality furnishings for the whole home with a focus on function and lifestyle. The company's casegood, upholstery, accent and accessory designs are developed under the brand names Universal Furniture (Lifestyle Collections), To The Trade (Interior Design) and Smartstuff™ (Baby and Child), and sold through retailers and interior designers throughout North America and around the world. Founded in 1968, Universal Furniture is a brand of Samson Holdings, one of the world's largest vertically integrated furniture manufacturers. For more information, please visit [www.universalfurniture.com](http://www.universalfurniture.com), or find us on Facebook, Instagram, and Pinterest [@UniversalFurn](https://www.instagram.com/UniversalFurn).

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