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**FINE FURNITURE DESIGN’S DÉCO AND MERITAGE COLLECTIONS WILL BE ITS FIRST READY TO SHIP PROGRAMS**

**HIGH POINT MARKET LAUNCH PLANNED**

**HIGH POINT, N.C. –** Two newcollections set to debut in the U.S. at the upcoming Spring High Point Market will be available to ship from the Fine Furniture Design U.S. warehouse in April, marking a milestone in company history as the first collections to be produced prior to being shown at Market.

Déco, which was recently unveiled for key U.S. and international retailers during a VIP event in Shanghai, was the first collection to be initially launched in China, prior to being shown in the U.S. Meritage will make its initial debut this Spring.

“When Meritage and Déco make their U.S. premier, we’ll be in stock and ready to ship,” said Eric Graham, president of Fine Furniture Design. “This should create a tremendous competitive advantage for our customers, who will be able to refresh their retail floors with the new collections immediately.”

Déco’s classically inspired contemporary silhouettes feature subtle Art Deco influences while Meritage, a collection of modern-day classics, taps into the popular ”what’s old is new again” design trend. Both collections include bedroom, dining room and occasional pieces.

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FFD BUILDS INVENTORY ON APRIL MARKET COLLECTIONS

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“We are very confident that the styling of both groups will resonate with consumers,” said Graham. “We received overwhelmingly positive feedback on Déco in Shanghai from both U.S. and international retailers alike and the early availability of product photography for Meritage has allowed us to preview the group with our customers prior to Market, which has also recieved highly favorable results.”

In addition to early inventory availability, marketing materials, such as photography, catalogs, retail point-of-purchase displays, and tear sheets for both collections will be accessible to retailers immediatly following Market to support in-store promotions and local advertising. Fine Furniture Design has also included teaser videos on their website, [www.ffdm.com](http://www.ffdm.com), to create anticipation for the new groups.

Fine Furniture Design is dedicated to the core principles of providing the best quality, craftsmanship and value in home furnishings today, with superior design and unequalled standards at every stage of manufacturing – from the forest to the stores. Creating precisely crafted case goods and upholstered furniture for homes around the world, its home furnishings are produced in its company-owned manufacturing operations in Shanghai, China. For further information, please visit [www.ffdm.com](http://www.ffdm.com).

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