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**NORWALK SPRING 2019 MARKET INTRODUCTIONS REFLECT SHIFT IN CONSUMER SCALE & STYLE PREFERENCES**

**SMALLER SCALE, CONTEMPORARY STYLES ON TAP FOR EMERGING MILLENNIALS & TRANSITIONING BABY BOOMERS**

**NORWALK, Ohio –** Norwalk Furniture is introducing nearly a dozen smaller-scale, contemporary pieces at the upcoming Spring High Point Market. The designs appeal to millennials and Baby Boomers, two key demographics driving sales of furniture today. As both groups move into the home buying market **–** buying their first home or downsizing **–** the company is responding to the needs of each with smaller scale, modern styled furniture.

“While there are many differences between the two generations, they are very similar in their needs for home size and furniture purchases,” said Caroline Hipple, president of Norwalk Furniture. “Whether it’s a small starter home for a millennial or a downsized condo in the city for an empty-nest, retired Baby Boomer, we are preparing our product line for this inevitable shift in consumer preference from larger, traditional styles to smaller scaled pieces with updated styling.

“In fact, we’ve been tracking this shift for some time now and not only have we seen it throughout our travels **–** both domestically and abroad **–** we are also reading the trend through the increase in sales of our contemporary and smaller scale products,” she continued. “These marketplace observations and sales statistics tell us that this style category will only continue to grow from here.”

Contemporary styling with several nods to mid-century modern design and scaling are prevalent in Norwalk’s product introductions this spring. The looks are achieved through updated design elements including floating forms, a mix of angular and curved profiles and conversation-starting details. Highlights of the April Market introductions include:

**Luna Sofa:** Appearing to float in space, the crescent-shaped Luna sofa is out of this world. Featuring an ultra-low, lounge-like seat, Luna features a unique asymmetrical seat and back profile, providing comfortable support while sitting in the center, as well as more casual seating on either end.

**Mars Cocktail Ottoman**: With a racetrack-shaped silhouette and a converging top to bottom profile, which adds an interesting dimension, the Mars Cocktail Ottoman has a very modern appeal. Two exposed over-scaled gold accent zipper runs vertically down both sides of the ottoman, adding interest and a touch of glam.

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**Venus Swivel Chair:** The Venus Swivel Chair offers a nod to mid-century modern styling with its angular forms and exposed wood arms in a walnut finish. Expertly tailored seams cascade vertically down the sides and back of the silhouette, perfectly aligned with the angular dip in each arm and the chair back, adding interest from all angles.

**Cosmos Sofa**: Merging the design highway between contemporary and traditional design aesthetics, this “go anywhere” sofa’s refined scaling makes it easy to place in many rooms. The pulled together look is characterized by its narrow track arms, contemporary bench-style cushion and two cylindrical bolster pillows.

**Mercury Chair:** Inspired by a modern European design aesthetic, this mid-size club chair is characterized by its sinuous “S” shape curve on the side profile of the arms. Especially comfortable seating is a result of a low-slung tight seat design which uniquely waterfalls over the front and beyond the arm. Fully upholstered legs offer a unique contemporary vibe.

**Louise Variations Program**: Providing consumers with the opportunity to select from 26 style choices, including three sofa lengths, a loveseat, two chair sizes, three ottoman shapes and a sectional in almost endless configurations, the Louise customizable upholstery program offers something for everyone. All pieces are available with a choice of four arm styles, two back styles, four leg styles, two back heights as well as welt preference. A very unique hexagonal shaped ottoman fits perfectly into the corner wedge of the sectional, creating a large lounging area, which is quite popular amongst millennial consumers.

In addition to the new contemporary designs, Norwalk is also expanding its Company C and Kim Salmela collections. The popular Company C **Mansfield** daybed with trundle will now be available as a deep luxurious sofa with pop-up queen size bed trundle and the Kim Salmela **Somerset Sofa**will be featured in leather at the April Market, while the popular **Lewis** sectional will now be available as a free standing sofa.

Norwalk Furniture offers great design, customizable options, high quality, competitive pricing and quick delivery. Upholstered products are free of toxic, flame retardant chemicals and are offered in more than 800 fabrics and 150 leathers. The privately held Norwalk, Ohio, company manufactures upholstered seating in its 440,000-square-foot facility, shipped consistently within 35 days. For more information, visit [www.norwalkfurniture.com](http://www.norwalkfurniture.com).

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