

PRESS RELEASE

Seating trends you'll love...

23 November 2015, Johannesburg: If you're in the market for a new sofa or armchair, then it's important to take into consideration the latest trends that are defining the furniture design scene. Claire Gibson from La-Z-Boy, the company that pioneered the way with the first reclining chair of its kind, offers an overview of what's turning heads in today's market when it comes to all things seating-related:

On the recline

Whether it's a traditional reclining chair or the ultimate La-Z-Boy motion furniture suite, recliners are increasingly popular seating options for homes with young and old family members alike. "Motion furniture is an ideal fit for the whole family, from breast feeding mothers, to sports loving men, game-playing kids, and the elderly aging gracefully," notes Claire, who believes La-Z-Boy's success is thanks to its high quality construction and unmatched comfort. Not only does La-Z-Boy's perfected design and 18 reclining positions ease back and neck pain, but the three footrest positions helps to take pressure off your legs, feet and ankles. "In a modern world where daily demands are high, what more could you ask for but to kick back and relax in complete comfort and style," she smiles.



Natural elements

Green is the new black, and what better way to participate in this longstanding trend than by incorporating natural elements, such as wood, rattan and cane into your home furnishings. "We're seeing the use of natural wood accents throughout the home, it's becoming the material of choice, particularly for furniture," points out Claire, adding "Wood brings sense of depth and earthiness due to its innate imperfections, tactile texture and rustic nature. And when combined with fabric or leather upholstery, it creates a striking contrast."

Light toned blond woods such as Oak are ever popular as they pay homage to nature but in a light, subtle and chic way, making it ideal for a modern home that where lightness and openness are emphasised. "The wood trend is so versatile as it goes with almost all interiors, and can be introduced in small details, such as the armrest of the Norman La-z-

Boy recliner pictured below for example, or in larger design elements such as a wood paneled wall. You just can't go wrong," nods Claire.



Structured style

In complete contrast to the natural elements and organic lines of the aforementioned trend, is that of highly structured seating with masculine appeal. Think sturdy upholstery such as black leather, finished with striking details in chrome or nickel, such as La-Z-Boy's static Ascot sofa shown below. "Set in an uncluttered open-plan space in muted tones, a modern structured sofa is sure to make a statement. Team it with a glass coffee table and geometric rug for a look that's right on trend," suggests Claire.



Feeling cornered

Although the traditional 3-2-1 lounge suite has been a mainstay of homes for decades, there is a very popular newcomer to the scene that has been taking the sofa world by storm for quite some time. – the corner sofa. Also referred to as the L-shaped sofa or modular sofa, this type of couch has risen in popularity over the years

and in some circumstances, even replaced the traditional sofa in many people's homes.

Says Claire: "The main reason that corner sofas have become so popular is because of their practical design, and the fact that they provide an excellent space-saving solution. Modern homes are getting increasingly smaller, and the corner sofa has the ability to cater to all seating requirements in one compact piece of furniture. It can cater to a number of different requirements – you can work and eat on it, socialise on it and it offers a place for someone to sleep."

Also, Claire notes that traditional sofas were often sat upon in an upright position, normally facing the TV or fireplace – since everybody would be facing in the same direction, it would hinder the ability to chat to other family members or guests: "The corner sofa, such as La-Z-Boy's Michigan corner suite, has solved this problem, as its design offers a more sociable and comfortable seating experience."



About La-Z-Boy in SA

The La-Z-Boy range is available throughout South Africa at specially appointed La-Z-Boy furniture retailers. For more information about La-Z-Boy's range of motion and static furniture, or to find a retailer closest to you, visit www.la-z-boy.co.za.

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Released on behalf of La-Z-Boy (www.la-z-boy.co.za) by The Line (www.theline.co.za, ant@theline.co.za).