

## **PRESS RELEASE**

### **First La-Z-Boy Home Furnishing & Décor store in SA**

*Tafelberg Furnishers, together with La-Z-Boy® South Africa, have recently launched a South African-first – the exclusive La-Z-Boy® Home Furnishings & Décor Store in Somerset West in the Western Cape. We speak to Tania Feyt, Marketing Manager for Tafelberg Furnishers, about this exciting new partnership.*

*02 May 2018, Johannesburg:* On Tuesday, 24 April 2018, Tafelberg Furnishers opened the doors to the exclusive La-Z-Boy® Home Furnishings & Décor Store in Somerset West in the Western Cape. The store is very unique in that it will only stock La-Z-Boy furniture, explains Tania Feyt, Marketing Manager for Tafelberg Furnishers: “The new La-Z-Boy store is a first in the local market – it will be stocked with a wide variety of La-Z-Boy products, including motion and static seating and furniture.”

She says that the original concept was born in September 2017, when Tafelberg Furnishers launched La-Z-Boy products in its Greenpoint store in Cape Town: “The La-Z-Boy products were so well received and exceptionally popular, that it was the logical next step for us to create an all-La-Z-Boy store. From conception to completion – the project took around 6 months to finalise. We are so excited to have opened the doors to the public to this innovative new store – we believe that it is going to be exceptionally well received, and that we will be opening many new stores in new locations going forward.”

Tania notes that the store has been designed to offer consumers an inspiring shopping experience: “When you enter the La-Z-Boy® Home Furnishings & Décor Store, you will enter a world of comfort, service and selection. Whether you are searching for ideas to decorate your home, or that perfect piece to complete your décor scheme, this store is the place to find it. You will be inspired by hundreds of stylish upholstery fabrics and leathers, which will allow you to customise the seating to suit your individual needs, budget and taste preferences. La-Z-Boy® caters for all tastes and styles – the brand is the international leader in motion furniture, and a major contender in static furniture as well. The latter is presented as the La-Z-Boy URBAN Attitudes range, which caters for the modern, more sophisticated individual.”

The location in Somerset West was selected due to it being pinpointed as one of the fastest growing suburbs in the Western Cape, notes Tania: “Somerset West is growing rapidly, and is being populated with individuals that fit into the upper LSM bracket, which is the ideal market for La-Z-Boy furniture.” She says that aside from offering stunning furniture and seating, and being able to customise the design, size and upholstery of the seating – customers will also be privy to world-class service: “At Tafelberg Furnishers, we're dedicated to making sure that our customers find exactly what they're looking for and that they leave any of our stores completely satisfied with their furniture purchase – the La-Z-Boy® Home Furnishings & Décor Store will be no different.”

She says that La-Z-Boy is a world recognised brand, and together with the strong Tafelberg brand – the project can only be a success: “Originally started in 1928, today La-Z-Boy enjoys near-universal name recognition. In fact, its name has become practically synonymous with motion furniture. Established in the 1960s, Tafelberg Furnishers hasn’t been around for as long, but with over 50 years experience in the southern African market, it too has developed a very loyal following amongst local consumers over the years. Today, Tafelberg is the biggest independent retailer in the Western Cape, and it is fast expanding in Gauteng. Over the years, Tafelberg has successfully established partnerships with a number of major audio and visual, appliance, furniture and bedding brands – with the latest being La-Z-Boy. We think that La-Z-Boy and Tafelberg Furnishers is a match made in heaven – both from a business and from a consumer point of view.”

The La-Z-Boy® Home Furnishings & Décor Store is located at The Interchange (opposite Somerset West Mall, 2 Cyclonite Street, Somerset West. For more information, call 021 851 6651. To view the full range of La-Z-Boy products, you can visit [www.la-z-boy.co.za](http://www.la-z-boy.co.za).

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Released on behalf of La-Z-Boy ([www.la-z-boy.co.za](http://www.la-z-boy.co.za)) and Tafelberg Furnishers ([www.tafelberg.co.za](http://www.tafelberg.co.za)) by The Line ([www.theline.co.za](http://www.theline.co.za)).