

## **PRESS RELEASE**

### **In the hot seat**

*25 June 2015, Johannesburg:* The latest sofa trends will want to make you sit up and take notice. From modular to motion and sectional sofas, Sue Scott from leading seating manufacturer, Grafton Everest, has them covered. Here's her take on what's hot in the world of seating...

### **Set in motion**

Motion furniture is more than just furniture – it's beautifully designed seating that not only looks good, but also helps keep your body healthy and properly supported whilst sitting. "According to global studies people spend around seven hours a day sitting," explains Sue, who believes that using the wrong seating can cause serious damage to your body. "The iMove range of reclining furniture from Grafton Everest has been designed with just that in mind. The swivel, rock, and tilt mechanisms all aid in ease of use that supports your body from head to toe, allowing your spine and limbs to rest in a fully supported position," points out Sue. She has observed how the trend towards motion furniture has come at the perfect time, as people across the globe are becoming more conscious of their overall wellbeing.



**CAPTION:** The iMove range from Grafton Everest: Expect quality workmanship, maximum comfort, and luxurious materials such as leather upholstery and maple hardwood armrests.

### **Sectioned off**

As homes are getting smaller, so are homeowners becoming savvier with how to best utilise space. That's where corner sofas come in – they provide maximum seating with a minimum floor space footprint. "Sectional sofas are ideal for small spaces as they can neatly fit into a corner, freeing up space in the rest of the room, thus making the room feel larger than it is without compromising on comfort or style," explains Sue. She believes that this trend is here to stay, as the sectional sofa is fast becoming a staple furniture piece in most households – it's the perfect place to entertain a bunch of friends, to kick back for those afternoon naps, or snuggle up with your partner and kids. "The latest corner couches have good looks to boot, such as Grafton Everest's Lennox for example, which boasts elegantly sleek lines and modern design elements. But the main draw card is the level of comfort one gets from this sectional, making it the best seat in the house," nods Sue.



CAPTION: The Lennox from Grafton Everest: The chaise section of this corner couch is the perfect place to kick back after a long day, whilst the high backrest provides ample support without looking bulky.

### All the mod cons

Modular suites are the DIY sofas of the seating world. You can mix n’ match various modular pieces to create a customised sofa that suits your needs and your space, without even having to lift a hammer or drill. The Loft Living collection by Grafton Everest is a prime example – with its six different functional seating pieces, you can quickly and easily transform your space to accommodate several people in various seating and sleeping configurations. “This versatile collection – complete with sleeper couch, sleeper armchair, and coffee table with hidden storage – is perfect for the modern home as it can be effortlessly expanded or reconfigured as required,” notes Sue. Not only that, but the collection is upholstered in a hardwearing cut-pile velvet in a versatile cashmere colour, that won’t fade or date. Says Sue: “It’s no wonder simple yet flexible modular seating has become so popular lately, as they have been designed to adapt to the various stages of life and be changed at a moments notice, completely transforming the function and aesthetic of any space.”



CAPTION: The Loft Living collection by Grafton Everest: Take your pick of up to six different seating options that work perfectly together or standalone pieces.

To experience the latest in sofa design, find a Grafton Everest retailer closest to you by visiting [www.graftoneverest.co.za](http://www.graftoneverest.co.za) , or by visiting the Grafton Everest's showrooms:

**Johannesburg showroom** Corner Main Reef and Avon Road, Longdale Ext. 2

**Durban showroom** East Coast Radio House, 314 Umhlanga Rocks Drive, Umhlanga.

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