

## **PRESS RELEASE**

### **Alpine Lounge's top 10 sofa trends you'll love!**

*19 March 2013, Johannesburg:* A key furniture piece in any home, the sofa, makes a statement in a lounge and says a whole lot about the people who spend many a moment lounging about on it. Because of this, lounge suite styles are constantly evolving to meet the needs of sofa loafers, and one can incorporate these up-to-the-minute designs into your home to create a look that's well balanced and improves your quality of life.

Theo van der Hoven from Alpine Lounge shares the latest lounge suite trends of 2013 as spotted by their design team at international furniture fairs, and encourages homeowners to explore these key elements of exciting sofa innovation so as to make the couch a centerpiece everyone can enjoy.

#### **1. Inverted seams**

Traditional upholstery techniques are being challenged with detailing such as inverted seams, where the underside of the leather is left exposed rather than tucked away into the seams. The Morocco lounge suite from Alpine Lounge perfectly demonstrates how this style lends a cool urban casualness to a contemporary home, whilst showing an appreciation for finer details.



<caption:> The Morocco lounge suite from Alpine Lounge is a generously proportioned contemporary lounge suite. Square backrests and front arms give the suite a modern touch. With the use of top quality raw materials and professional craftsman manufacturing this suite, the comfort and quality can only be superb!

#### **2. Seating you can nap on**

“Who doesn't love to curl up on the couch and take a nap,” smiles Theo, who believes one doesn't have to compromise on style to achieve comfort. “We've had such a great response to our motion seating with adjustable back rests because one can convert the seat length from standard to chaise lounge proportions in an instant, and just kick back after a long day.” This trend for relaxed luxury reflects how people are choosing to spend more time in the comfort of their own homes, and has resulted in features such as low arms to put your head on, high backs for added lumbar support, adjustable head rests, as well as reclining and inclining motion units being incorporated into modern sofa designs.



<caption>

The Tokara 3-piece African-colonial motion suite has 5-actions. The actions are available in either manual or power/electric – they allow for the seats to be placed as close as 7cm from the wall, as the seats move forward and not backwards, making them ideal for smaller spaces. The suite has a high back rest with superb neck and lumbar support.

### **3. New old school**

As one of the biggest pieces of furniture you'll buy, a sofa needs to be in keeping with the times, whilst still being classic so that it doesn't date quickly. Luckily, traditional elements, such as deep buttoning and brass upholstery pins for example, are back in a big way, adding vintage charm and in some ways, connecting us back to our childhood. "The Rochas suite is the perfect combination of modern and traditional, with its deep-buttoned back and arms propped up by modern chrome legs – it appeals to all generations," enthuses Theo, who loves how the Rochas suite has reinvented the classic Chesterfield sofa style to meet modern needs.



<caption:> The Rochas lounge suite from Alpine lounge boasts deep-buttoned chesterfield-style backs and inside arms and modern chrome legs – offering the perfect combination of modern and traditional, appealing to all generations. Shown here in a soft silver-grey velvet fabric, which harmonises perfectly with the modern chrome feet – however, the suite is also available in a large choice of other fabric textures and colours to suit everyone's style requirements.

### **4. Materials curated from nature**

"Natural elements are welcoming and warm, and help people to connect with their environment," nods Theo. He adds that Alpine Lounge only uses top quality raw materials sourced from South Africa and Namibia, which all have a tactile quality to them that is wonderfully silky to touch and offers great visual depth. "Our full aniline leather goes through a dying process that doesn't disguise any natural markings and scars on the hide. These markings shouldn't be seen as faults, but natural variations that give our leather furniture its unique character and authenticity," explains Theo.



<caption:> Organic materials, such as genuine leather and wooden accents, as well as fabric upholstery in nature-inspired tones are bang on trend. The Crystal corner suite from Alpine Lounge pictured here, is a prime example. This is a modern design with sophisticated lines – a 2-piece combination comprising a 3-seater, 1-arm couch and a chaise. Attractively shaped armrest and quilted-look back rest provides an inviting visual appeal. The Crystal boasts great space-saving dimensions, and fits perfectly into a corner. Add an ottoman or an occasional chair to complete the setting.

### **5. Quality over quantity**

In a world of mass production, quality is key, points out Theo: “I’d rather invest in one considered quality piece that will stand the test of time, than making inexpensive purchases on a whim, and I believe this ethic rings true with increasingly more people in today’s climate.” Quality custom pieces of furniture add authenticity and uniqueness to a space, and you can also expect better after-sales service. Theo says that it is essential to invest in a well-respected brand to ensure quality and peace of mind: “You know you’re going to be getting first-class craftsmanship and service when you invest in a suite from Alpine Lounge – a well-loved brand that has been going since the ‘60s.”



<caption:> The Asara lounge suite from the Alpine Lounge Ashanti Collection offers top-end quality. It boasts a classic African-colonial style, and offers all the unique Alpine quality features and finishes a discerning homeowner would expect from high-end furniture, including exceptional comfort, glamour and luxury. The suite has a high back rest to provide superb neck and lumbar support. The exceptional comfort is primarily due to top quality raw materials used in the manufacture of this suite, as well as being produced by well qualified furniture craftsman in a state-of-the-art factory. Solid wooden bun feet and antique brass studs on front arm facings and the plinth, add aesthetic value and added appeal. A timeless look that is available in a variety of leathers to suit any décor choice.

## 6. Customisable cushions

The idea of being able to customise a piece of furniture really tickles people's fancy in today's world, where uniqueness is what sets us apart. The growing trend of layering different materials, colours and patterns is popping up more and more as people become more adventurous. Theo is in love with the idea of having a hand in the design of his own piece of furniture: "I really appreciate the fact that all of Alpine Lounge's furniture is available in a wide selection of top-end leather or fabric types and colours to suite any décor scheme. It is a real advantage that homeowners can individually customise their lounge suite to suite their individual style preferences – from the choice of style, right through to the choice of upholstery."



<caption:> The Eton suite from Alpine Lounge is available in a wide selection of leather and fabric types and colours to suite any décor scheme. Stylish minimalism best describes this suite – boasting flat arm rests that are soft and comfortable, together with twin-needle-effect stitching that adds charm and style to the suite's overall appearance.

## 7. Modern simplicity

The old adage of "*less is more*" is once again creeping back into design, where we're seeing fuss-free furniture that is smaller in scale, with simple sleek lines and modern detailing, such as chrome feet for example. "The key to a successful décor scheme is in the editing, keeping elements that work and getting rid of those that don't," explains Theo, who enjoys the sense of balance he feels in a space that is well thought out, yet effortlessly appealing.



<caption> Every now and then, a trend emerges that captures the fancy of the greater mainstream market. The Nia is one of these, with its inverted seams, exposing the suede side of the leather. This contemporary design is neat and uncluttered – stylish minimalism with a bit of intrigue best describes this suite.

## 8. Dual purpose pieces

Lounge suites that incorporate an ottoman into the design can give you more than you bargained for, since one can easily move the ottoman around to create a comfortable chaise, extra seating or even a coffee table. “When I moved into my home a sectional sofa was a no brainer as it fits so snugly into a corner without losing a sense of space. The only problem is that now we end up fighting for the chaise section – it’s the best seat in the house,” laughs Theo.



<caption:> The Tumi corner suite with chaise from Alpine Lounge is a contemporary suite, ideally suited to the smaller lounge. It is a 3-piece suite, comprising a 2-division one-arm chair, a curve and a chaise. You can choose between a left- or right-hand facing chaise to suit your room’s orientation. The Tumi boasts simple, clean design lines, yet with eye-catching detail on the front armrest, and the side panel is attractively shaped and edged with topstitching.

## 9. Muted tones

Shades of grey, sand and stone are here to stay! Forget large brightly coloured pieces that will date quickly, rather focusing on touchable textures in neutral tones inspired by inviting and life-giving everyday objects, such as fresh bread, chocolate or driftwood for example. It’s no wonder designers are gravitating towards a more muted palette and playing with textures. “Neutral tones are so versatile - there’s not a colour that won’t work with them, so you can never really go wrong,” explains Theo, adding that this clean natural look has real staying power.

## 10. Love local, buy local

Worldwide, we are seeing an increasing consciousness of buying quality local products, thus supporting our immediate communities and celebrating age-old expertise and craftsmanship. Theo is one such person who loves how this can be expressed in one’s home décor: “The Alpine Lounge Ashanti Collection for example, has strong African design themes. It appeals to discerning individuals who are bold and proud of the place they call home.” A household name since its inception in 1969, Alpine Lounge suites are made locally using indigenous leather types, allowing its customers to choose from a comprehensive range of quality, proudly South African pieces that are in keeping with international trends.



<caption> The Lindiwe suite from The Alpine Lounge Ashanti Collection is distinctly African-styled furniture manufactured by craftsmen to the highest international standards. Distinguished and bold, the Lindiwe suite has been designed for those homeowners who are proud of their African heritage, and who are on the lookout for ways to express this passion in their lifestyle choices. Entirely designed and manufactured in South Africa, the Lindiwe suite offers a truly ageless beauty reminiscent of times gone by, but with an elegant, almost modern, underlying African design theme that truly sets this suite apart from other more European designs.

ENDS

Released on behalf of Alpine Lounge ([www.alpinelounge.co.za](http://www.alpinelounge.co.za)) by The Line Communications ([www.theline.co.za](http://www.theline.co.za), [ant@theline.co.za](mailto:ant@theline.co.za)).

### **About Alpine Lounge**

Founded in 1969, Alpine Lounge, is South Africa's top lounge furniture manufacturer and it is totally committed to producing quality upmarket furniture. It offers a comprehensive range of lounge furniture in both leather and fabric, including chairs and couches with motion mechanisms.

Alpine Lounge prides itself on using state-of-the-art technology in the manufacturing process, quality products, and efficient after-sales service. Only top quality raw materials are used, including the exclusive use of indigenous leather types sourced from South Africa and Namibia. The Alpine Lounge design team travels the world visiting furniture fairs to ensure the company continues to be in the vanguard with new and exciting designs to share with their customers.

To view Alpine Lounge's collection of exquisite lounge furniture, visit [www.alpinelounge.co.za](http://www.alpinelounge.co.za) to find a retailer closest to you. Alternatively, you can visit the company's showrooms at Corner Main Reef and Avon Roads, Longdale Ext. 2, Johannesburg.

Alpine Lounge – offering a whole new perspective on quality and style!

