

PRESS RELEASE

Top international sofa trends for 2014

02 August 2013, Johannesburg: Constant manufacturing innovations means one needs to be on top of the latest trends when choosing your perfect seating. Sue Scott from Grafton Everest illustrates the new waves in stylish sofas that will have a ripple effect on the way we live.

1. Click-clack action

Who says you can't boast slick contemporary chic, as well as supreme ergonomic comfort? Says Sue: "So often, homeowners had to compromise on comfort for good looks – especially with regards to contemporary styles. This is no longer the case however – Grafton Everest manufactures a number of gorgeous contemporary suites that look as good as they feel!" She says that the Titan sofa by Grafton Everest is the transformer of sofas that addresses this style trend. Its click-clack action quickly converts this sofa from a slick contemporary design, to one with a headrest for guaranteed ergonomic support. "The latest click-clack mechanism used in a selection of our sofa's gets its name from the subtle sound it makes when making the graceful conversion," explains Sue, pointing out the multifunctional and affordable piece can be transformed in a matter of seconds.



CAPTION: Available exclusively from Rochester (www.rochester.co.za), the sleek lines and click clack action of Grafton Everest's Titan sofa will give a modern, yet supremely comfortable twist to any contemporary living room. The suggested retail price for the Titan is R13 999,00.

2. Dreamy daybeds

With comfort and relaxation being at the forefront of any modern furniture design – designers are looking to the past for some inspiration. "A daybed represents real old world glamour – today, it has been reclaimed, but with a modern twist. It is the ideal piece that clearly represents a design shift towards a more relaxed lifestyle," smiles Sue. She explains that a daybed is a plush, multi-tasking piece that offers the perfect place in which to unwind and relax, whilst maximising floor space: "The design and shape of a daybed means it's an ideal piece of furniture to connect living spaces without obstructing flow."



CAPTION: The Elton exudes luxury with its wide daybed section and plush padding. The suggested retail price for the Elton is R15 999,00 – visit www.graftoneverest.co.za to find a retailer closest to you.

3. Relaxing recliners

A recliner is the ultimate solution to coping with a fast-paced city life. However, with floorspace being at a premium, it is not always possible to include a lounge suite, as well as a recliner into your lounge. Which is why sofa manufacturers are combining the two for optimum functionality, seamless aesthetics and comfort. The Shaka motion suite from Grafton Everest for example, is a clever hybrid, offering the versatility of a sofa with the added functionality and comfort of a recliner. “This lounge suite enables homeowners to get the most out of their décor without blowing the budget.



CAPTION: The Shaka motion suite is a traditional take on the recliner. The suggested retail price for the Shaka 3-piece suite is R15 999,00 in fabric – visit www.graftoneverest.co.za to find a retailer closest to you.

The cocooning trend is still very much in vogue, and Grafton Everest has catered for this ever popular trend with the wide variety of recliners that they offer: “Grafton Everest

manufactures a wide range of recliner in a plethora of styles to suit any taste: “It’s a holiday in a chair – difficult economic times has resulted in increasingly more people choosing to chill in the comfort of their own homes, rather than spending money on going out or a short-lived, yet costly vacation.”



CAPTION: The Eden recliner is the ultimate for style and comfort. The suggested retail price of the Edne recliner is R6 400,00 – visit www.graftoneverest.co.za to find a retailer closest to you.

4. Accessorising with occasional chairs

Worldwide, we’re seeing a move towards more individualised furniture pieces, such as colourful occasional chairs, which complement and add flair to a standard lounge suite. “What’s great about occasional chairs is that they can be upholstered in far more daring fabrics than what you would use on your sofa. Since they are smaller than the average sofa, they can be easily recovered when your tastes change – it’s one of the quickest ways to update the look of your home and express your personal style. They also use less fabric than a 3-seater sofa for example, so you can afford to choose upholstery that costs a little more,” affirms Sue.

She notes how occasional chairs often end up being the main accent piece in a living room, because of their eye catching-fabric or unique finish that can really pull a room together. “Another plus is the versatility that occasional chairs bring – they are a welcome addition to almost any room in the home. They fit perfectly at the end of a dining room table, as they would if featured as guest seating at a desk, or as a place to put on your shoes in a bedroom, or perhaps as accent seating on a covered patio. Occasion chairs are good looking from all angles, comfy, they are easy to move around, and small enough to be used as a feature piece in smaller spaces,” explains Sue.



METRO



MODENA



KING
ARTHUR

SPLASH



LINDLEY



CAPTION: Grafton Everest offers a wide variety of occasional chairs in a variety of fabrics and shapes – from curvaceous velvet, to bold pattern to traditional leather. Grafton Everest offers a wide range of gorgeously stylish occasional chairs, including:

- The suggested retail price for Grafton Everest’s Metro chair is R3 600,00.
- The suggested retail price for Grafton Everest’s Modena chair is R3 800,00.
- The suggested price of Grafton Everest’s King Arthur chair is R4 500,00.
- The suggested retail price for Grafton Everest’s Splash chair is R3 300,00.
- The suggested retail price for Grafton Everest’s Lindley chair is R3 300,00.

Visit www.graftoneverest.co.za to find a retailer closest to you.

5. Clever corner suites

Versatile corner suites are becoming the “it” piece in modern homes due to their sleek, contemporary lines and their ability to maximise floor space. “Comfy corner sofas mean that you don’t need to sacrifice style or comfort, even if you live in a small home,” says Sue. “The beauty of corner suites is that they’re a fusion between sofa and bed, with an emphasis on chic casual comfort.” The ideal furniture piece for the modern family home, a corner suite can fit up to seven people comfortably, whilst fitting into a snug corner. “Corner sofa’s are every homes best friend because the modular sections can be configured to allow for entertaining guest or curling up for a good movie,” enthuses Sue.



CAPTION: The Liberty corner suite is the ideal spot for the whole family. The suggested retail price for the Liberty corner suite is R9 999,00 – visit www.graftoneverest.co.za to find a retailer closest to you.

6. Flop fibre filling

As one of the most popular options for sofa fillings, fibre creates a relaxed lived-in look that is softer than foam, but firmer than feathers, without the heavy price tag associated with duck feathers or down. “Consumers are realising the importance of investing in a sofa that offers superlative comfort and sufficient ergonomic support for your spine. Fibre-filled sofas provide just that. This filling is incredibly comfortable and provides superb body support. It is also very durable and easy to maintain.” She points out the large contemporary seat and back cushions of the Fellini 3/2/1 lounge suite from Grafton Everest is a very popular fibre-filled suite: “Its fibre-filled cushions are just begging to be flopped into, with their winning combination of sumptuous seating, support and longevity.”



CAPTION: The flop fibre-filled seats of the Fellini suite add sumptuous appeal. The suggested retail price for the Fellini sofa in leather is R26 999,00 – visit www.graftoneverest.co.za to find a retailer closest to you.

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Released on behalf of Grafton Everest (www.graftoneverest.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).

Grafton Everest is celebrating its Diamond Jubilee

Celebrating its Diamond Jubilee this year, Grafton and Everest is delighted to be turning 60! It was formed in 1953, when two South African furniture brands - Grafton Art Furnishers and Everest Upholsterers merged. Today, Grafton Everest belongs to the Bravo Group, South Africa's largest bedding and furniture manufacturer and supplier, boasting a total of nine factories, and other well-known brands such as Slumberland, Sealy and fellow furniture brands, Alpine Lounge and Gomma Gomma.

As the oldest furniture manufacturing brand in South Africa, Grafton Everest has earned the respect, trust and support of many South African consumers by never faltering on its promise to produce quality furniture in upmarket and trendy designs, backed by strong and dependable warranties. Grafton Everest furniture is designed with the ultimate in comfort in mind – it is manufactured by hand using traditional methods and only the best components and technology to ensure a sumptuously comfortable experience.

To find out more about Grafton Everest's gorgeous range of furniture products – you can visit www.graftoneverest.co.za to find a retailer closest to you, or you can visit one of two showrooms:

- Durban: East Coast Radio House, 314 Umhlanga Rocks Drive, Umhlanga, KwaZuluNatal (031-5664845)
- Johannesburg: Corner Main Reef and Avon Roads, Longdale Ext. 2, Johannesburg (011-6611300)

Life's great on a Grafton