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THE BEST SEAT IN THE HOUSE

Color, Comfort, Creative Textural Combinations Among Winter 2013 Market Highlights from Massoud

DALLAS (November 13, 2012) – Massoud will warm up the winter 2013 gift and home markets with the latest collection of upholstered designs from Creative Director Ronna Griest. From fresh new colors to creative textural combinations to lush fabrics, the newest designs offer a twist on the classic styles that have defined the Dallas-based upholstery company for nearly 50 years. During the winter show cycle, Massoud can be seen in **Dallas – WTC Suite 11080 | Ambella Home; Atlanta – AmericasMart #14A-2 | Ambella Home and Las Vegas – World Market Center A120 | Dillon-Wells.**

“Our latest designs are all about color – unexpected hues, eclectic patterns with global/ethnic influences. Each versatile design can create a dramatic room statement or a splash of color and interest,” explains Griest. “While each piece reflects a whole new attitude, they all embody the American-made quality and meticulous craftsmanship that are Massoud’s hallmarks.”

Among the new designs include:

#492 KANTHA WARM CHAIR (right) -- Graceful curves come together with hand-finished legs and Kantha cloth, a recycled, repurposed antique sari cloth from India. The result -- a striking accent that adds a splash of color to any décor. Nailhead trim along the chair’s sides tie it all together. Suggested retail - \$999



#888 WAKE FAWN BALLOON CHAIR (left) – Balloon chair... birdcage chair... antique French wing chair....No matter what you call it, you’ll want to sink back into this whimsical seat design. The neutral tones of the Wake Fawn fabric lining the inside back provides the perfect contrast to the Mandarin Blues print found on the seat cushion and exterior. Bordered with fabric gimp and nail heads, a hand-finished wood frame ties it all together. Suggested retail \$2499

L2911-C2 STARGO DOVE SOFA (right) – Offering a clean, transitional accent, this leather design promises to complete any room design. Soft, supple Stargo

Dove leather provides an interesting visual contrast to sleek Lucite legs. Accent pillows in Balboa Wasabi, Pushpa Moss and Millie Granite fabric patterns offer





lovely natural green and grey tones. Suggested retail \$4999.

#429 MANDARIN BRIGHTS CHAIR (left) – Exuding a fabulous far eastern vibe, this chair promises to add a splash of color and visual interest to any room. East collides with West as hand-printed Oriental Zodiac symbols dance across the chair in bursts of orange, greens, blues and other bright hues. The chair's simple, clean, design lines complete the look. Suggested retail - \$799



801, 4802, 4822 REGENT ASH SOFA (right) – The grand scale and luxurious blend of fabrics lend a touch of timeless elegance to today's home. The warm Regent Ash fabric on the sofa's frame provides the perfect backdrop for richly textured pillows in a host of contrasting fabrics, trims and tones, including Galvin Pebbleston with Rebecca Fringe; Dolcelino Zing with Alexandria Fringe; Charmeuse Mercury trimmed with Penne Tassel. A 9" Rebecca Bullion along the base provides the perfect finishing touch. Suggested Retail – \$7999



#1191 VERBATIM BLACK SOFA (left) – Blending subtle tones of black and grey with a pop of green, the sofa's richly textured Verbatim Black base fabric frames pillows in a host of colors, trims and styles. Creating a lovely palette of complimentary, contrasting tones, pillow fabrics include Maricopa Jade, Bohemia Charcoal, Gibson Ebony – all finished with pencilcord trim. Lucite legs lend a transitional touch. Suggested retail – \$4499



#L17NL-C5 TIBETAN SHEEPSKIN BENCH (right) -- An opulent accent to any room, this bench is covered in Tibetan Sheepskin surrounded by a leather seat band in Sensation Cream. Lucite legs and nailhead trim complete the look. Suggested retail -- \$1499



#5301 MODULAR SERIES (below) Whether you're looking for seating solutions for a large space or a small corner, this versatile, modular design can conform to any design wish and room style. Its neutral base fabric provides the perfect backdrop for pillows in an array of colors, styles, patterns and textures. Suggested retail -- \$5999



#9603 PARSON FLAX CHAIR AND A HALF (left) -- This lush design invites you to sink back into a luxurious blend of textures and tones. A sumptuous seat cushion and accent pillows in Spirit Stone Rose, Twilight Khaki, Pleated Linen and Glynn Linen Antique provide the perfect complement to the neutral Parson Flax fabric covering the base, seat back and arms. Suggested retail - \$2999



4701 BROOK COPPER SOFA (right)– Offering a masculine, yet casually elegant accent, this striking design brings ragtime leather together with tri-color cowhide and a host of other fabrics, fringes and nailhead accents for a wonderful room statement - \$5499.



#546 REGENT ASH CHAIR (left)– The textured Regent Ash fabric on the seat cushion provides a rich contrast to the patterned, premium leather along the base, inside back, sides and back of this grand chair design. A hand finished wood frame and accent pillow tie it all together. Suggested retail -- \$2749.

ABOUT MASSOUD - Established in 1963, Dallas-based, family-owned upholstery manufacturer Massoud has built a solid reputation during its 47-plus year history by offering top quality designs, exceptional value, quick delivery and dependable service. With virtually unlimited customization options, the line includes a wide range of sofa, loveseat, chair, bench and other frames, 1200+fabrics in fresh patterns, dramatic colors and textures, a tremendous selection of luxurious leathers and hundreds of design details. Virtually any Massoud fabric, leather, frame, trim or finish can be combined to create a personalized, one-of-a-kind design statement. www.massoudfurniture.com | 800.762.2797.

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