

Safavieh Announces Garden Stool Program; Major Launch Set for 2014 Winter Markets

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Port Washington, NY – Innovative total home source Safavieh is set to launch a comprehensive collection of indoor-outdoor ceramic garden stools at 2014 winter markets in Atlanta and Las Vegas.

The new collection will include 21 styles in multiple colorways for a total of 52 SKUs. "We tested our garden stool program in key customer previews earlier this year, and the reaction was extremely positive. We are now projecting significant growth in the category in tandem with our complete range of outdoor offerings, including rugs, furniture and accent pillows," said Jonathan Yaraghi, general manager of the company's furniture division.

The rollout of Safavieh garden stools builds upon the company's mission to offer consumers every home furnishings product they need to create a total lifestyle looks. "Increasingly, consumers are gravitating to products that transition from outdoor to indoor use. Garden stools have always been an inside-out decorator product, but we are now seeing more and more of our outdoor seating and rugs being used inside the home because of their high fashion and easy care properties," Yaraghi explained.

Safavieh will introduce garden stool designs from classic Oriental hand-painted motifs to Moroccan-inspired and contemporary silhouettes at the upcoming winter markets. The stools are made in

China of hand-glazed ceramic, and include metallic finishes in addition to fashion colors. Suggested retails are \$198 to \$251.

The new products will be on display at the company's showrooms at AmericasMart Space 5-A-2 at Atlanta Rug Market, Jan. 8 – 11, 2014, and at Safavieh's Las Vegas showroom, World Market Center A-101 during Las Vegas Market, Jan. 26 - 30, 2014.

Safavieh Double Coin Ceramic Garden Stool

[ACS4500C White high fired ceramic in Room Shot]

Retail \$150.



ACS4500A - Safavieh Double Coin Ceramic Garden Stool
(Green high fired ceramic)
Retail \$150.



ACS4511A - Safavieh Flower & Vine Garden Stool
(Charcoal gray flowers and vines scroll across a drum-shaped form crafted of white ceramic)
Retail \$168.



ACS4501E - Safavieh Ceramic Elephant Stool
(Silver lustrous high fired ceramic)
Retail \$190.



ACS4515A - Safavieh Water Lily Garden Stool
(Inspired by the bold floral patterns of 18th century Chinese export porcelain and crafted of glazed ceramic in aqua, pink and gold tones).
Retail \$168.



ACS4508B - Safavieh Circle Lattice Garden Stool
(Cream high fired ceramic)
Retail \$164.



ACS4521C - Safavieh Imperial Scroll Garden Stool
(Crafted of high fired ceramic with light aqua glaze)
Retail \$126.

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