



## BROYHILL INTRODUCES LUCCIANA UPHOLSTERY COLLECTION

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**HIGH POINT, NC – April 2, 2011** – Broyhill Furniture is introducing [Lucciana](#), a sophisticated and modern upholstery collection with interchangeable pieces, at High Point Market. The Lucciana collection's advanced design has amazing flexibility, a benefit that consumers praised during Broyhill's consumer testing process.

The Lucciana collection is comprised of a [sofa](#), [chair and a half](#), [apartment sofa](#) and [ottoman](#), with the distinction of a flexible moving chaise cushion. The chaise cushion can be moved from the [sofa](#) to the [chair](#) and back again. The movable under storage ottoman supports the chaise cushion and provides hidden, secure storage. With track arms, interchangeable back pillows and accent throw pillows, the Lucciana pieces are fresh with a flair for modern-day living. The ottoman provides the ability to stretch out and relax, but also to put away clutter for entertaining at last minute's notice. Mixing the pillow shapes creates an asymmetrical balance for a stylish, casual feel.

The Lucciana collection features Duracoil™ Technology by Broyhill. Duracoil is a coil cushion system featuring individually wrapped coils distributed evenly throughout cushions for even comfort and long-lasting shape.

Consumer-tested, the Lucciana collection received high marks from testing participants on the contemporary shape of the furniture and the versatility. "I love the sleek modern shape and the fact you can choose from over 100 different fabrics. I also really appreciate the storage capabilities because it would really help keep the living space clean and tidy," said one respondent.

To display the innovative versatility of the interchangeable pieces in the collection, the brand will release a demonstration video for [broyhillfurniture.com](#), YouTube, [FaceBook](#) and retailer websites, as

well as in-store, for consumers to view the switchable cushion and ottoman variations in the Lucciana Collection by Broyhill.

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Broyhill Furniture offers furniture for every room in the house, including the [living room](#), [dining room](#), [bedroom](#), family room, [home entertainment](#) area, [home office](#) and [kids rooms](#). Sold in [retail stores](#) in all 50 states and 35 foreign countries, Broyhill is one of the largest home furniture producers in the world. For over 100 years, Broyhill continues to be one of the most recognized furniture brands. Headquartered in Lenoir, North Carolina, Broyhill is a subsidiary of Furniture Brands International (NYSE:FBN), which produces, sources and markets six of the best-known brand names in the industry – *Broyhill, Lane, Thomasville, Henredon, Drexel Heritage and Maitland-Smith*.

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