



SAMUELSON FURNITURE

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A TWIST ON TRADITIONALISM

Black and white – always a classic...and the new signature look for Samuelson Furniture.

(Paterson, NJ. - January 22, 2009) It's amazing what can happen when a traditional chair is adorned in a winter white finish and black leather. The result is an instant update that's fresh and very sophisticated. This is just one of many new pieces making their way out of the Samuelson Furniture factory just outside of NY. Known for exceptional furniture rooted in history and quality, Samuelson is accustomed to surprising the market with their fine furniture designs, and this piece is no exception. The unusual juxtaposition of modern black leather on a gorgeous white traditional frame creates balance – making it extremely versatile and timeless.

The 9901 Armchair from the Invincible Occasional Seating Collection, with its contrasting elements, provides a stunning accent appropriate for the most discerning design interior. Since black and white partner well with just about any other hue, the chair also makes a solid design foundation from which to build. Samuelson Furniture recognizes the importance of quality and elegance in seating and is dedicated to providing a furniture line that is contemporary and sure to glitter with personality.

Measuring 39.5" high x 28.25" wide, the 9901 Chair features a lovingly hand-applied 169U winter white finish, graphic black leather upholstery and nickel nail heads. It is a shining example of Samuelson's modern take on traditionalism... classic yet fresh with a chic, contemporary edge.

Samuelson Furniture is renowned for beautifully crafted furnishings built to last a lifetime. The company can trace its roots to a rather humble beginning in Paterson, NJ and a father-and-son team with inspired dreams. Now in its fourth generation, Samuelson offers quality furniture to the professional interior design community. No matter the style, each and every piece has an inspired design and heirloom quality - a trademark of the Samuelson Furniture brand. The Samuelson team assures the highest quality service and a commitment to provide superior quality furniture sure to be celebrated by the users.

For more information about Samuelson Furniture, visit samuelsonfurniture.com or call 888-289-4489.

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