

PRESS RELEASE

Form in motion

14 December 2015, Johannesburg: The latest motion furniture is no longer the frumpy and faded designs we think of from the past. Amazing advances in technology and a plethora of customisable features have brought motion furniture straight into the New Age. Claire Gibson, from La-Z-Boy, the company that pioneered the way with the first reclining chair of its kind, shares her insight on how improved styling and superior functionality is making motion furniture hotter than ever before.

Take cover

As the saying goes, we ‘shouldn’t judge a book by its cover’. But whether it’s a book or an armchair, it doesn’t hurt to have something that looks as good on the outside, as it does on the inside. “La-Z-Boy armchairs have always been at the forefront when it comes to high quality mechanisms and construction methods. But with an ever growing variety of upholstery options available to customers, the aesthetics of La-Z-Boy recliners can now also reflect their superior internal workings,” nods Claire, adding “beneath all the pretty upholstery lies a sturdy frame with robust springs and quality grade memory foam for extra comfort and durability that will withstand day-to-day use.”

La-Z-Boy recliners come in premium materials such as leather, which is incredibly luxurious and long lasting, and fabric upholstery, which is available in a wide assortment of colours and patterns to suit any interior. “If you have your heart set on genuine leather, but the price point is a bit more than you can afford, why not consider investing in seating with genuine leather uppers? This way, all the areas of the seat that you come into contact with, such as the back, seat and arms, are upholstered in genuine leather, while the rest of the seating, such as the back and sides, are covered in a matching faux leather, which makes this option a much more affordable option,” points out Claire.

Size matters

Homes come in a variety of shapes and sizes, so it makes sense that the furniture that goes in them should too. Traditionally, motion furniture has been rather bulky and oversized, taking up a lot of space, but nowadays motion furniture is available in a wide variety of sizes and configurations to suit countless space and lifestyle requirements.

One such example is La-Z-Boy’s introduction of the modular sofas, which can be configured and used in a multitude of ways. “Some of our sofa units have daybeds incorporated into them, which provides a perfect place to put your feet up or for guests to spend the night. Each segment of our motion suites can recline independently from the rest of the unit, enabling it to be adjusted to each individual’s ideal comfort levels,” explains Claire. She points out that all La-Z-Boy recliners offer a whopping 18 reclining and 3 footrest positions that help ease back, neck, leg, and feet pain.

There are still single-seater recliners on offer of course, but they are also now available in slimmer silhouettes to suit more compact spaces and homes with clean modern lines. “La-Z-Boy’s introduction of downsized styles has really pushed the boundaries, offering more functionality and style in one slim package, exactly what today’s customers are looking for,” says Claire.

Fine Finishes

Tactile elements make all the difference when it comes to a quality furniture piece. Says Claire: “Customers are no longer satisfied with run-of-the-mill finishes that lack luster and finesse. They have developed a keen eye for the finer details, and expect furniture manufacturers to create products that are up to par.” La-Z-Boy is one such manufacturer – offering customers unique high-end finishes, such as chrome and wooden detailing. La-Z-Boy has even gone a step further, offering various customisable features, such as cubbyhole-like storage compartments for keeping controls neatly hidden away when not in use for example.

La-Z-Boy has set the bar high by offering customers their unique 10-year limited warranty for added peace of mind and confidence. It covers the frame, mechanism, electrical components, foam, and upholstery, making it one of the finest guarantees in the market.

About La-Z-Boy in SA

The La-Z-Boy range is available throughout South Africa at specially appointed La-Z-Boy furniture retailers. Visit www.la-z-boy.co.za to find a retailer closest to you.

Alternatively, you can visit their new showroom to view La-Z-Boy’s range of suites and upholstery options all under one roof, located at corner Main Reef and Avon Road, Longdale Extension 2, Johannesburg, 2042.

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Released on behalf of La-Z-Boy (www.la-z-boy.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).