

## **PRESS RELEASE**

### **Sofa Investments**

*05 June 2014, Johannesburg:* Sofas are an investment, and a piece of furniture that is not often replaced. So when looking for a sofa, it is important to choose something that is timeless and of the best quality you can afford. Ryan Beattie from leading furniture supplier, Alpine Lounge, shares his advice on how to go about choosing a sofa and what qualities to look for.

“Although sofas are often pricey, it’s good to remember that they’re an investment in your home – if you have chosen a good quality sofa, it will offer you years of comfort and add aesthetically to the overall décor scheme,” explains Ryan. Sofas are one of the most frequently used pieces of furniture in any home environment – they offer the ideal place in which to relax and spend time with family and friends. When purchasing a sofa, it is a good idea to keep in mind that they will become a much loved part of your home interior for years to come. Notes Ryan: “The main aspect to look for when buying a sofa as an investment piece of furniture pivots on the piece’s longevity – it should offer top quality construction, durable upholstery, and a timeless design.”

### **Enduring good looks**

Couches should generally last between seven and 10 years before they need to be replaced, so choosing a design that boasts longevity of style, something that won’t date, is important. So says Ryan: “To increase the longevity of style of your sofa, it is a good idea to go either really classical and take inspiration from the old classics, or to choose something that is completely contemporary. Classical sofa designs have proven their staying power over the decades – shapes like wingback occasional chairs, or the ever popular Chesterfield sofa for example, never date and add a certain ‘olde world’ luxury to any interior they grace. Contemporary minimalistic designs on the other hand, are super simplistic, making them ideal for a wide variety of spaces. Their minimal shapes and unfussy design lines makes them incredibly versatile, and when upholstered in neutral colours, they can be easily adapted to suit many different décor styles – so even if the style of your living room changes, your couch will still compliment the space.”

### **Luxurious leather**

When it comes to the choice of upholstery for your new sofa, leather is by far the most stylish and durable choice – over a sofa’s lifespan, leather arguably offers the best value for money, as it is easy to maintain and clean, and it lasts longer than any other form of upholstery. What’s more, leather has a timeless look, and with the wide variety of different leather types available, you can be sure that there is a type of leather to suit your particular décor. Leather is also the ideal choice for a family sofa, as it won’t be easily damaged or stained by children or pets, ensuring that your sofa upholstery will be able to withstand the everyday abuse it will no doubt receive in high traffic areas. “Genuine leather sofas can last for years – in fact, their natural patina tends to improve with age. However, it is essential that you make sure that the upholstery is genuine leather, as lots of faux leathers look like the real thing, but won’t last as well. Also, for optimum longevity, it is imperative to treat the leather according to the manufacturer’s instructions. Leather upholstered sofas might cost a little more in the beginning, but their longer lifespan will no doubt make up for this over time,” advises Ryan.

### **Quality comes first**

One of the most important aspects to consider when buying a sofa is that it is of the highest quality. However, Ryan notes that quality is often a difficult thing to determine, as much of what defines a good quality sofa is hidden: “As such, it is a very good idea to invest in a sofa that is manufactured from a reputable manufacturer – this way, you can be guaranteed that a certain quality is upheld, and that there will be good after sales service in case it might be required. “

He says that a good quality sofa will not only be more comfortable, but that it will also last longer and ensure that you get more ‘bang for your buck’. A few signs of a good quality sofa include:

- **Frame:** The best frame to look for in a couch is one that is sturdy and made of hardwood, this will ensure that your couch will be strong enough to withstand years of use.
- **Strong under-cushion webbing:** Solid webbing is a good indicator of quality, as it offers resilience that will ensure that your sofa’s cushions are well supported for years to come.
- **Heavy and sturdy:** A sofa that is heavy and sturdy usually shows that no expense has been spared in ensuring it’s quality. It is an indicator that the sofa in question is made from genuine, solid materials.

“Sitting on a sofa before you decide to buy it is also an excellent way to test both its quality and comfort. Sit on the couch you are interested in buying, and wiggle around a bit – by doing this you’ll easily see how sturdy and well-built it is,” advises Ryan. Many furniture suppliers, such as Alpine Lounge for example, also offer warranties on their couch, which offers consumers peace of mind with regards to quality, concludes Ryan: “A solid warranty is always a good sign that the sofa you’re purchasing is inherently of a high quality. Alpine Lounge is so sure of how well-built their seating is that it offers a 5-year guarantee on its sofa’s frames, a 2-year guarantee on its sofa’s leather and stitching, a 2-year guarantee on its sofa’s cushioning, and a 2-year guarantee on the mechanisms in all Alpine Lounge’s motion seating.”

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