

PRESS RELEASE

Where fabric meets form...

Leading lounge furniture manufacturer, Alpine Lounge, is proud to have launched a brand new Johannesburg showroom to elegantly showcase its entire range all under one roof.

22 July 2013, Johannesburg: In July 2013, leading lounge furniture manufacturer, Alpine Lounge, upgraded its Johannesburg showroom. Says Theo van der Hoven from Alpine Lounge: "We are really excited about the makeover of Alpine's new Johannesburg showroom – it offers a great way of showcasing our wide range of sofas, lounge suites, corner units, motion furniture and La-Z-Boy recliners – both new and old. Customers can visit the showroom and browse through at their leisure to get a full understanding of Alpine's extensive product offering."

Founded in 1969, Alpine Lounge is committed to producing high-end lounge furniture. It offers a comprehensive range of seating in both leather and fabric upholstery, but it is especially well known for the exquisite genuine leather lounge furniture that it manufactures. Says Theo: "Alpine Lounge only uses top quality raw materials and enjoys exclusive use of indigenous leather types sourced from South African and Namibia."

As an added showroom highlight, Alpine Lounge has recently partnered with Hertex Fabrics in order to increase its service offering. Theo explains: "Sometimes there is a customer who wants something truly unique – something that will stand apart from everything else on offer. Those customers who are after a truly bespoke look can come to Alpine Lounge's Johannesburg showroom and choose to have the suite, sofa, occasional chair or recliner of their choice upholstered in one of Hertex Fabrics' exclusive range of fabrics." He says that over and above the fabric offering, they will also be able to purchase any of Hertex's gorgeous designer scatter cushions and rugs that are on display in the showroom.

Alpine Lounge prides itself on its state-of-the-art manufacturing plant, its top quality products, on-time delivery and efficient after-sales service. "By visiting our showrooms, customers will be well equipped to make the most informed purchase decision possible. Our staff are standing by to be of assistance and answer any questions that our customers may have about prices, delivery times, their nearest retail outlet, and so on. Customers will also be able to view and experience all of Alpine's exquisite lounge furniture under one roof."

To celebrate the launch of the new and improved Alpine Showroom, the company launched a number of exquisite ranges of lounge furniture at the same time. "Alpine prides itself as a manufacturer of high-end furniture that is always one step ahead of the pack with regards to design trends and craftsmanship. To keep our offering exciting and fresh, we are constantly evolving our furniture."

Some of Alpine Lounge's newly launched lounge products include:



ABOVE: An accent feature in a bright jewel tone, such as the brand new Trend La-Z-Boy in red leather, is the ideal way of adding a pop of colour to any lounge décor scheme. The suggested price of the Trend La-Z-Boy in red genuine leather is R8600,00 – visit the new Alpine Lounge showroom or log on to www.la-z-boy.co.za to find a retailer closest to you.



ABOVE: The Houston La-Z-Boy recliner, shown here in a Hertex chenille fabric, offers the best of both worlds – supreme comfort, and sleek good looks. The suggested price of the Houston La-Z-Boy in a good quality fabric is R5500,00 – visit the new Alpine Lounge showroom or log on to www.la-z-boy.co.za to find a retailer closest to you.



ABOVE: Part of the Ashanti Collection from Alpine Lounge, the three-piece Motswari lounge suite in genuine leather offers classically elegant good looks that will never date or go out of fashion. Truly timeless and durable, the suggested price of the three-piece Motswari lounge suite is R35000,00 – visit the new Alpine Lounge showroom or log on to www.alpinelounge.co.za to find a retailer closest to you.





ABOVE: Part of the Ashanti Collection from Alpine Lounge, the Nia 4-piece corner lounge suite in genuine leather is a future classic – a triumph of sleek, contemporary modern lines, with inverted seams exposing the reverse side of the leather, but with a beauty that will only improve with time. The suggested retail price of the Nia corner suite is R33000,00 – visit the new Alpine Lounge showroom or log on to www.alpinelounge.co.za to find a retailer closest to you.

You can view these products and so much more at the new Alpine Lounge showroom, which is located in Johannesburg, on the corner of Main Reef and Avon Roads, in Longdale Ext. 2. Phone 011-661-1300 or visit www.alpinelounge.co.za to find out more.

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Released on behalf of Alpine Lounge (www.alpinelounge.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).