

## PRESS RELEASE

### The gift of reclining

*Today's recliners have an ever-widening range of functionality and comfort, making them the perfect Christmas gift. Claire Gibson, from La-Z-Boy South Africa, offers an overview on how the whole family can benefit from receiving the gift of reclining this Christmas.*

22 November 2017, Johannesburg: After a long year of working hard, and a busy festive season, there is no better gift than being given a recliner – a comfy place to sit, put your feet up and enjoy some R&R in the comfort of your own home. Claire Gibson from La-Z-Boy South Africa, says that the new range of La-Z-Boy recliners are incredibly comfortable, but they also boast designer good looks as well: “Although many of the bulky features and overstuffed padding have been replaced by sleek lines and designer aesthetics, the new-style recliners remain incredibly comfortable and supportive.”

Claire notes that as a general trend, consumers are becoming more conscious of choosing furniture pieces for particular purposes: “Considering the price of quality furniture, it makes sense to choose seating that suits an individual’s particular needs – whether it’s Dad watching sport, Mom reading or breastfeeding, kids watching TV or gaming, or grandparents enjoying full lumbar support and high-lift features. La-Z-Boy recliners can be adjusted to suit your body shape, height and weight for optimum support. The patented La-Z-Boy reclining mechanism allows you to customise the reclining tensions based on your individual body type, adding to the appeal of this indispensable furniture piece.”

La-Z-Boy’s wide range of seating options offers a multitude of benefits, making them the ideal Christmas gift for virtually every member of the family, including:

**One for the ladies:** Traditionally regarded as the man’s favourite chair in the house, the La-Z-Boy is receiving newfound interest from women. “Recliners and motion suites have grown in popularity amongst the female market not only because of their comfort and health benefits, but also due to advancements in more elegant designs in a wide array of fabric and colour options that complement, rather than compromise the aesthetics of a space,” notes Claire.

**A spoil for new moms:** For many women, the La-Z-Boy is a welcome addition to the nursery as it offers support in all the right places, allowing moms to relax even when their hands are full. The La-Z-Boy has neck and back support that helps mothers maintain the correct position when breast-feeding, plush upholstered armrests that provide added support when holding baby for long periods, a wide seat for flexibility of position, and the ability to rock and recline for when baby needs to be rocked to sleep or when they are in need of a nap. “Best of all is that the La-Z-Boy can grow with the family – you can simply move it to another room to serve a different purpose once baby has outgrown breastfeeding,” nods Claire.

**A great gift for gamers:** For many people, gaming is a fun adrenaline-packed activity, but it can have serious physical repercussions, such as a stiff neck and shoulders, or back pain. “With a La-Z-Boy, gamers can choose from 18 different positions to help combat competition-induced tension,” points out Claire.

**Rising to the needs of the elderly:** La-Z-Boy recliners put the “golden” into “the golden years”, as it offers comfort and independence for the elderly who find it difficult to get into or out of chairs on their own. Most La-Z-Boy incliners are available in “riser” models that raise to meet you and then gently drop down to seat you, and visa-versa, allowing you to almost walk out of your chair.

**Be gone back pain:** For those suffering with back pain, the La-Z-Boy recliners are specially sprung for optimum lumbar support for your entire body, whether sitting or reclining, and every position in-between. “Advanced features such as duvet seat covers, calf support on the leg rests, and 180-degree reclining, helps relieve back pain by allowing your entire body to relax whilst being completely supported,” explains Claire.

**Solutions for sporting enthusiasts and movie buffs:** A lot of attention is placed on the TVs, video projectors, audio equipment, speakers, cables, and wires needed for the optimum home theatre experience. However, there are many add-ons that can enhance your home theater enjoyment - one of which is comfortable seating. “Whether you are watching sports, movies or series, the fact is that you are seated for a long time while doing so – so it is important to ensure that your body is properly supported while you are watching. Our bodies aren’t built to sit for such long periods of time, and the effects can be detrimental to our health. Good posture is key, which is why La-Z-Boy recliners have long been the pinnacle of seating for TV watchers.”

To find out more, or to find a retailer closest to you, visit [www.la-z-boy.co.za](http://www.la-z-boy.co.za).

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