

## **PRESS RELEASE**

### **Chaise craze**

02 February 2015, Johannesburg: Literally translated the term *chaise longue* means “long chair” in French, and brings to mind images of sultry old world starlets reclining in glamorous nightgowns. The epitome of luxury, the chaise longue is currently making a comeback, albeit in a more contemporary way. Sue Scott from the market leader in lounge furniture, Grafton Everest, talks to us about how to incorporate this classic piece into your modern lifestyle.

### **Modern modular**

“Make no mistake, the contemporary chaise longue is not *just* a chaise longue. Technological developments means that they not only look good, but they’re super versatile, functional and comfy without compromising on the modern aesthetic,” says Sue, adding, “Grafton Everest manufactures a number of gorgeous contemporary suites that utilise the finest quality raw materials in each price category and adhere to stringent quality to standards, making them look as good as they feel!”

The ability to easily adapt it, transforming a standard sofa into a corner suite or daybed, makes the chaise longue’s popularity come as no surprise. Modular components mean you can adapt your furniture pieces to fit rooms of any size and shape. Or you can simply use your chaise as a single statement piece in a bay window or at the foot of your bed. Says Sue: “Sofas with add-on chaises allow you to create different configurations as you see fit, making them indispensable décor elements in our multifaceted lifestyles where we nap, read, work, entertain and relax on our sofas.”

### **The long and short of it**

Sue believes that the recent popularity of chaise longues and daybeds reflects our desire for a more relaxed and informal lifestyle, embracing the luxury of taking time to kick back and unwind in the comfort of your own home. Where once daybeds were kept compact and discreet, they now take centre stage with larger proportions and added length to maximise on comfort. “Bigger is definitely better if you’re primary ambition is relaxation,” nods Sue. She suggests getting the tallest person in the family to try out a few options first before purchasing a chaise or daybed, that way you know no one will be left disappointed with their feet dangling off the ends.

However, Sue notes: “If you’re going to regularly be putting your feet up on it, then I recommend opting for a hardwearing upholstery that will withstand the extra wear and tear. Grafton Everest’s Savuti corner suite for example, comes in an ever popular leather-look fabric that’s durable, affordable, and incredibly realistic looking.”

### **Do it differently**

With the variety of shapes, styles and finishes that chaises now come in, you can really personalise your space. Grafton Everest’s Malachite corner unit with a built-in chaise for example, boasts organically-inspired rounder curves, yet with definite contemporary undertones. “The soft curves of this corner unit not only reference the organic shapes found in nature, which is a hot trend in today’s social climate, but also creates an interesting contrast between the angular lines of the room,” notes Sue. Alternatively, if you prefer a more structured linear approach to your sofas form, then rather introduce your unique touch through bold upholstery and clever add-ons, such as an armrest-shelf, or simply a few flamboyant scatters and throws to snuggle into when you take your much needed R&R. “A chaise is one of those pieces you’ll think you don’t need, but once you’ve lived with one, you’ll wonder how you lived without it,” affirms Sue. So whether you use it to nap on, watch a movie, read a book or put on your shoes – it’s the perfect retreat from the hustle and bustle of everyday living.

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