

## **PRESS RELEASE**

### **Dining delight**

*24 June 2015, Johannesburg:* Arguably one of the most significant areas in one's home, the dining room is a communal space that plays an important role in everyday life. "It's in the dining room that friends and family gather to build memories by sharing food, stories, and laughter," explains Anton Odendaal, from leading furniture retailer, Rochester. Anton believes that it's for this reason that tapping into the latest dining room trends is so important. "Being social creatures, we need to transform our spaces to suit our family's ever evolving needs." Here's his take on the latest trends in the world of dining room furniture, and how they can work for you:

### **Vintage revival**

"There's no denying that the more we forge forward, so we look back to the past for inspiration. This is particularly true when it comes to décor trends," explains Anton. Vintage-inspired furniture and décor accessories are popping up everywhere, taking reference from the elegant 19th and 20th Century design aesthetics. Curved silhouettes, elaborate detailing, and intricately patterned upholstery all combine to create a feminine and sumptuous look that is ideal for rooms where you want to achieve a feeling of cosiness, whilst still maintaining a sense of sophistication.

Says Anton: "When entertaining guests, the host wants their guests to feel special by creating an indulgent atmosphere that oozes elegance. But above that, they will also want their guests to simply relax and enjoy themselves in a comfortable and inviting setting. This is where vintage style furniture is so successful, making it the obvious choice for dining rooms. Rochester's timelessly elegant Windsor dining suite is a prime example of this elegant, yet effortlessly comfortable style – it boasts top-end quality at an affordable price."

**CAPTION: Rochester's Windsor dining suite, with its timeless vintage-inspired design, stands proud in any home.**

**CAPTION: The Provence range of dining room furniture from Rochester takes inspiration of bygone days spent in the French countryside. Infused with rustic charm and old world appeal, this range offers a comfortable, yet elegant appeal that is fun, yet offers longevity of appeal.**

### **Knock on wood**

"Wooden furniture is as timeless as it is trendy," explains Anton, who believes its beauty and sophistication has stood the test of time. And he's not talking about synthetic or manufactured wood-look pieces, but rather those made from solid genuine wood. "Items made from premium quality wood, such as Rochester's Tamworth dining suite made from solid plantation-grown hardwood for example,

exude true style and bring authentic character to any home, whether modern, traditional, or somewhere in between,” he nods.

For Anton, the natural quality of the wood grain and texture brings an earthiness to a space, and unlike other wood-look alternatives on the market such as veneer chipboard or melamine, it develops a unique patina that evolves over time. “Solid wood pieces get better with age, with each bump and scratch only adding to the character of the piece. This material is notoriously strong and durable, making it ideal for pieces that get regular use, such as the dining room suite. So whilst they may cost a bit more initially, quality solid wood furniture pieces out run the rest in terms of longevity,” points out Anton.

If properly cared for, superior quality and timelessly designed wooden furniture can last a lifetime without dating, and can be handed down from generation to generation. “Whilst manufactured wood furniture may come in all the latest styles, they will ware quickly and the style will outdate in a matter of years. It’s for this reason that the quality craftsmanship of genuine wood is so desirable at the moment, as more and more people are seeing the value in pieces that will outlast the temperamental fluctuations in fashion,” says Anton, who believes that solid wood dining room suites epitomise everything that Rochester stands for – timeless, durable and beautiful furniture.

**CAPTION: Rochester’s Tamworth dining suite in a modern, yet timeless solid hardwood boasts a timeless elegance and inviting warmth.**

**CAPTION: With its sleek modern lines and warm organic timber undertones, Rochester’s Bexley dining room suite will add a contemporary, yet inviting and warm ambience to any dining room it graces.**

### **Mix n match**

Homeowners the world over are breaking the mold when it comes to decorating, choosing to rather create their own personal style by combining pieces from different era’s and styles. This is partly due to necessity, as people inherit items that are sentimental and valuable but not necessarily their style or in keeping with the times. Says Anton: “By adding mismatched furniture you can create an eclectic look that never tires or is too stiff. The juxtaposition of the different styles also creates a visually stimulating contrast between the items.”

Anton suggests trying out this trend by simply mixing up the chairs around your dining table to create a more personalised and playful look: “The dining room has always been associated with a very formal atmosphere, but this is not how we live in today’s world, things are far more easy-going. An assortment of different style dining room chairs can reflect this more laid back attitude and create a bespoke end result.”

Leading the way in furniture and décor, Rochester has tapped into this trend by providing their customers with the opportunity to mix and match their chairs and tables to suit their unique sense of taste, space and budget. “It’s such an innovative approach. Customers are no longer restricted by having to purchase a complete set, they have more freedom to pick and choose each piece as they see fit,” notes Anton, whose last word of advice is: “Choose pieces that have one element in common, such as the colour or height of the chairs, to bring the look together.”

**CAPTION: Why be like everybody else – at Rochester, you can custom select the dining room chairs you think best suit your choice of dining table. From modern and contemporary, to classically chic, and everything in between – Rochester has the dining room chair for you.**

ENDS

Released on behalf of Rochester ([www.rochester.co.za](http://www.rochester.co.za)) by The Line Communications ([www.theline.co.za](http://www.theline.co.za), [ant@theline.co.za](mailto:ant@theline.co.za))