

## **PRESS RELEASE**

### **What type of sofa suits you?**

*22 September 2015, Johannesburg:* Your home décor is a reflection of your personality, and sense of style, and there is no other piece that stands as a better reflection of this, than your sofa. Says Anton Odendaal, from leading furniture retailer, Rochester: “After dealing with furniture retail for years, you come to understand that your choice of sofa actually does say a lot about you as a person. Different styles of couches suit different décor styles, which in turn suit different personality types. Obviously, these are generalisations and there are no hard-and-fast rules here, but it is fun analytical exercise to see which sofa styles appeal to which customer demographics.”

So, let’s look into our crystal ball, and see what your couch says about you:

#### **The old world sofa**

These sofas are usually upholstered in leather, boast stud detailing, scroll arms, and well-rounded wooden legs. If these types of sofas appeal to you, then quality, culture and class mean something to you, and you have an appreciation for the finer things in life. You don’t need to be at the forefront of style trends, and in fact, you prefer to opt for the more classical styles that speak of the glamour and luxury of days gone by. Your discerning tastes have lead you to appreciate fine cuisine, and well-aged whiskey or wine, or both. You don’t mind paying a bit extra for quality or a brand that you love, and at heart, you are quite a traditional type of person.

*Caption: The Italia couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

#### **The stylishly simple sofa**

This sofa boasts simple, elegant lines, and as a general rule, it is one of the more affordable types of sofas on the market. If you have this kind of couch in your home, it means that you understand the impact that understated elegance can make, and know that you don’t have to break the bank to achieve it. What people think is important to you, and you try to maintain an air of sophistication in whatever you do. You wouldn’t be caught dead eating at a family restaurant; however, you do appreciate the odd takeaway meal as a special indulgence. You are a bit of a contradiction in your preferences, but your reliability and easy-going nature is revered by all who know you.

*Caption: The Miami couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

#### **The family sofa**

Comfort and practicality reign supreme when it comes to the family couch. These couches need to look good, but they also need to be really comfortable and easy to maintain. If you own a family couch, you definitely have kids, pets or both, and you are looking for furniture that can withstand the onslaught of these little critters. Sofas with removable and washable slip-covers are especially sought after. You see your home as the cradle for your loved ones, and family values are high up on your list of priorities. You like to bake, and watch reality TV programmes and the cooking channel, and you love drinking flavoured coffee. Time is valuable, and you would rather have a home that is well-lived-in and comfortable, versus one that looks like it could be featured in a décor magazine.

*<caption: The Perla slip-cover couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

#### **The modern leather sofa**

Boasting sleek, geometric lines, the modern sofa is a modern-day classic that is both practical, as well as aesthetically pleasing. If you own one of these couches, it means that you appreciate neatness, and simple, sleek modern design, especially pieces with a more masculine undertone. You are practical and clutter is your enemy. You work hard and play hard, and live your life in a structured and goal-orientated manner. You are a keen athlete, and love to exercise.

*Caption: The Arkansas couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

### **The retro-inspired sofa**

The design of the retro-inspired couch was definitely motivated by an amalgamation of '50s, '60s and '70s design trends, yet it stands proud as a truly modern piece as well. If you own one of these couches, it shows that you appreciate good design, yet you also like to set trends in your own right. You could rock a "Mad Men" costume party like nobody's business, but you are also pro-feminism. Things that are important to you include the environment, equality, freedom of speech and living responsibly. You shop "organic" whenever possible, and enjoy being in the great outdoors. You are opinionated, and appreciate things that are a little unique.

*Caption: The Pacifyco couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

### **The classically neutral sofa**

This design of this type of sofa stems from classical styles – it is timeless and elegant, yet as comfortable in a modern setting as it would be in a very traditional one. If you own this type of couch, you invest in furniture, you don't buy it – so you look for "investment pieces" that won't date. You also tend to collect furniture and décor items – building up your décor scheme, instead of buying all the pieces at the same time. You are patient and will rather wait for exactly the right piece, instead of being in a rush and settling for second best. Affordability and versatility are design features that are important to you, and you only invest in quality. You love Sunday lunches and wearing a blazer, and you appreciate golf and watching tennis.

*Caption: The Selby couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

### **The statement sofa**

The statement sofa does as its name implies – it stands proudly as a focal feature in its own right. It is big, it is bold, and it is beautiful. If you own one of these couches, you are not afraid to take chances – you are loud, proud and confident in what you like and how you live your life. Aesthetics, fashion and design are important to you – a beautiful space makes you feel happy. You often use words like "bespoke", "designer", and "one-of-a-kind" in your conversations, you attend art exhibitions whenever you can, and you are on an eternal quest for individuality and uniqueness. You also appreciate items that are masterfully crafted, and those that display a quintessential European design flare.

*Caption: The Clovis couch is available from Rochester ([www.rochester.co.za](http://www.rochester.co.za)).*

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