

Manwah turns up the volume

Upholstery vendor brings HiFi and more to market

By Cindy W. Hodnett
Executive Editor

HIGH POINT — When High Point Market opens later this month, buyers in the Manwah showroom will get a first look at the manufacturer's latest introductions — motion and stationary upholstery, now complemented by immersive sound technology.

"We're bringing WiFi to the living room, and this time, we're selling the hot dog instead of just the ingredients," said Gabriele Natale, president. "It's this integration of comfort, quality, value and innovative features that allows us to set Manwah apart from competitors."

The initial launch of the immersive sound collection will include five groups, shipped 90 days from the receipt of order. The Smart Technology features include adjustable settings, heating, cooling and built-in speakers, supported with tailored marketing strategies that showcase how the new groups align with consumer preferences and trends. Company officials note that the new groups were part of a strategy to "create a compelling offer for an evolving consumer market."

"We're working to ensure long-term success in a dynamic market," Natale said. "We're offering a product



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Forging sports partnerships

Furniture dealers foster local community connections



As part of its partnerships, Top 100 retailer City Furniture recognizes veterans during games.

By Thomas Lester
Retail Editor

HIGH POINT — Few things foster a sense of community like the success of a local sports team. It helps build a local identity, gives residents a common connection and creates a distraction from day-to-day life for a few hours.

For furniture retailers who do business in those markets, partnering with sports franchises provides a way to further entrench themselves as a key part of those communities.

In the furniture industry, there are no shortage of partnerships. Top 100 retailer Gardner White is banking on its local Detroit Lions doing well this season.

Also in the Motor City, Top 100 retailer Dufresne Spencer Group has deals in place with the Detroit Tigers and Detroit Red Wings, and partnerships in some of its other key markets.

Jordans Furniture, part of Top 100 Berkshire Hathaway's furniture division, has had a longstanding partnership with the Boston Red Sox, while Top 100 Bob's Discount Furniture has recently entered into a long-term partnership with the Los Angeles Rams.

Those examples just scratch the surface.

"Our philosophy is we want to be part of the community," said Andrew

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Inside This Issue



Trisha Yearwood entering youth category with market introduction

The country music star and Legacy Classic|Modern Furniture are debuting a trendy new furniture option for the youth segment. [2](#)

Furniture of America makes expansion plans for 2025

A new facility, increased distribution capacity and expanded East Coast operations are on the agenda for the company. [4](#)

Get a sneak peek at fresh finds for High Point [14](#)

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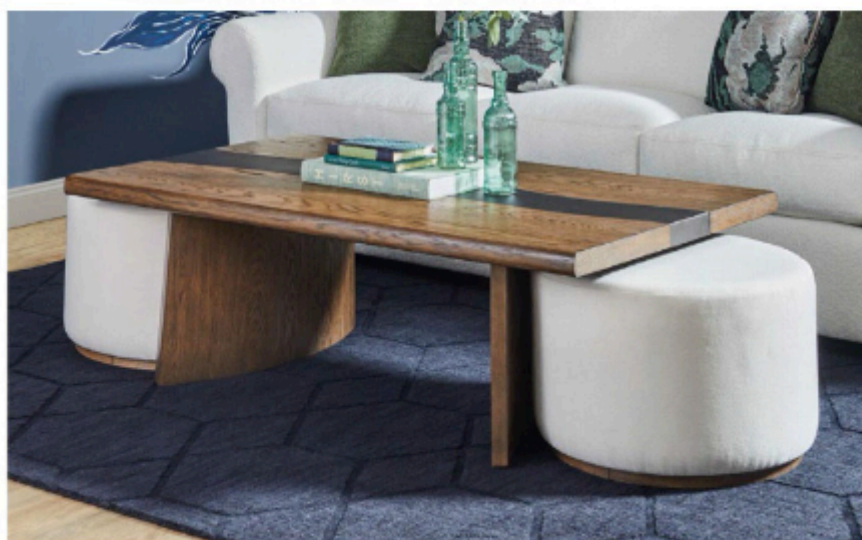
The Juniper five-piece dining set from Chintaly Imports features a motion ceramic top with a sleek cone base in black to match the curved open back chairs upholstered in a two-tone leatherette. Furniture Plaza, 214



The Aspen dining table, by Alden Home, offers an interplay of rustic rift cut oak and chestnut burl on the table-top, with a Duncan Phyfe table base accented with brass ferules. IHFC, IH-308



Dovetail Furniture introduces the Bobbie occasional chair, upholstered in luxurious ginger-colored velvet, with gently curved silhouette and deep channel tufting. Market Square, 142



Flexsteel's Lyra collection offers a transitional style with organic shapes and warm, natural finishes. IHFC, C-601