



NEWS RELEASE

# DwellStudio Unveils Signature Home Collections with Klaussner Home Furnishings and Magnussen Home Furnishings

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## Brings Exceptional Design and Quality to Marketplace at Compelling Price Points

HIGH POINT, N.C.--(BUSINESS WIRE)-- DwellStudio, a design house for fashion-forward modern furnishings, will debut its 2015 furniture collections with Comfort Design, a division of Klaussner Home Furnishings, and Magnussen Home Furnishings at High Point Market. DwellStudio's collaboration with two of the most respected manufacturers in the furnishings industry will bring exceptional quality and trend-setting modern design to a broader customer base at compelling prices.

"The new collection maintains the signature high quality and attention-to-detail of DwellStudio's previous assortments, with new designs all inspired by a variety of aesthetics," noted Christiane Lemieux, founder and creative director of DwellStudio. "Each trend-setting piece boasts exceptional quality. The result is a collection that blends timeless details with modern sensibilities."

DwellStudio will debut more than 70 new pieces from sofas and chairs to ottomans and gliders, while also expanding into new categories such as dining and bedroom décor. Through supply chain optimization, vertical manufacturing and state-of-the-art logistics, DwellStudio is introducing new groundbreaking designs at compelling price points to reach a broader audience.

"DwellStudio is a renowned leader in the design space, and we are delighted to bring our manufacturing expertise to their signature assortment," said Nathan Cressman, president of Magnussen Home Furnishings. "This much anticipated collaboration brings the sought-after DwellStudio aesthetic to a broader audience, allowing design enthusiasts everywhere to bring this expert combination of style and quality into their own homes."

The new DwellStudio collections will debut in Klaussner's Comfort Design showroom with a ribbon cutting event on April 17 from 4 p.m. until 6 p.m. and Magnussen will follow with a reception at their showroom on April 18 from 4 p.m. until 6 p.m. Christiane Lemieux will attend both events.

"With the launch of DwellStudio for Comfort Design, we are addressing marketplace demand for sophisticated, fashion-forward furnishings at compelling price points," noted Jay Foscue, senior vice president of sales and marketing for Klaussner Home Furnishings. "We are thrilled to see this collection come together as the perfect pairing of manufacturing skill and design expertise."

In addition to the new upholstery and case goods collections, DwellStudio will continue its licensing agreements with Robert Allen for fabrics, Global Views for decorative accessories and Surya for rugs.

## About Klaussner Home Furnishings

Headquartered in Asheboro, NC, Klaussner Home Furnishings has showrooms in High Point, Las Vegas and Chicago. As the leading solutions provider for the home furnishings industry, Klaussner's breadth of product is unrivaled and its service is unparalleled with guaranteed delivery of its domestic products in 21 days or less. Its comprehensive selection and divisions include: Domestic Upholstery, Imported Upholstery, Domestic Motion, Case Goods, Enso Sleep Systems, Comfort Design and Klaussner Outdoor. DwellStudio will debut its 2015 furniture collections as part of Klaussner's Comfort Design line.

## About Magnussen Home Furnishings

Magnussen Home Furnishings Inc. designs, imports and distributes medium and upper-medium-priced occasional tables, accent furniture, master bedroom, youth bedroom, casual dining, upholstery, home entertainment, and home office furniture across all style categories for retailers around the world. The company brings more than 20 years of experience with offshore sourcing focused on quality, workmanship, finishing and timely delivery. The company tag line is "Beyond the Expected". Magnussen Home has permanent showrooms in High Point, NC and Las Vegas, NV with state-of-the-art warehouses and distribution centers in Ontario, CA and Ho Chi Minh City, Vietnam. Its U.S. Sales and Marketing offices are located in Greensboro, NC and corporate headquarters in New Hamburg, Ontario, Canada.

## About DwellStudio

DwellStudio is a design-centric lifestyle brand for modern home and family furnishings. With sophisticated styling and trend-forward designs, DwellStudio products – which include furniture, bedding, home accessories and a line of baby and children's furnishings – find excitement in the unexpected. DwellStudio is known for its contrasting styles, and the brand's philosophy is simple: take classic elements and twist them into a modern setting, knowing that style is never static and the home is an ever-evolving place. DwellStudio furnishings can be found at the

brand's flagship store in NYC, in specialty and lifestyle shops around the world and at [www.dwellstudio.com](http://www.dwellstudio.com).  
DwellStudio is part of the Wayfair, Inc. (NYSE:W) brand portfolio.

Source: Wayfair, Inc.

Wayfair, Inc.

Media Relations:

Kate Margolis, 857-221-8085

[kmargolis@wayfair.com](mailto:kmargolis@wayfair.com)

or

Investor Relations:

Kate Gulliver, 617-880-8108

[IR@wayfair.com](mailto:IR@wayfair.com)