



NEWS RELEASE

# DwellStudio Partners with Klaussner Home Furnishings and Magnussen Home Furnishings to Reach New Audiences with Fashion-Forward Modern Furnishings Line

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**Expands into New Product Categories with Exceptional Design at Compelling Price Points**

BOSTON--(BUSINESS WIRE)-- DwellStudio, a design brand for fashion-forward modern furnishings, today announced new licensing partnerships with Klaussner Home Furnishings and Magnussen Home Furnishings. The trend-forward lifestyle brand will unveil American-made upholstery from Klaussner's Comfort Design division and a signature case-goods offering from Magnussen at High Point Market in April as part of its 2015 collection. 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 modern design retailer will also debut collections in new categories including dining, home office and bedroom case goods.

"With so much beautiful interior design imagery available online, consumers have more access than ever to ideas and inspiration for furnishing their homes," noted Christiane Lemieux, founder and creative director of DwellStudio. "Social channels and sites like Pinterest are driving a dramatic increase in the consumer's interior design IQ and, accordingly, we are seeing much more demand for designer looks at competitive prices. Our collaborations with Klaussner and Magnussen are important steps in addressing this tremendous opportunity in the home furnishings marketplace."

Through supply chain optimization, vertical manufacturing and state-of-the-art logistics, DwellStudio is focused on creating groundbreaking designs at compelling price points without compromising quality or design. DwellStudio will unveil its new collections in partnership with Klaussner and Magnussen at April High Point Market in the Klaussner and Magnussen showrooms.

“We are pushing boundaries, altering the supply chain, and working closely with Klaussner and Magnussen to produce a collection that offers the consumer the perfect balance of quality, design and accessibility,” added Lemieux. “We will continue to delight our existing customers with the trusted DwellStudio style and quality that they love while also introducing DwellStudio to new audiences of design enthusiasts.”

In addition to the partnerships with Klaussner and Magnussen, DwellStudio will continue its licensing agreements in 2015 with Robert Allen for fabrics, Global Views for decorative accessories and Surya for rugs.

## About Klaussner Home Furnishings

Headquartered in Asheboro, N.C., 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.

## 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 30 years of experience with offshore sourcing focused on quality control of state-of-the-art technology, workmanship, finishing and timely delivery. The company tag line is “On time, on cost, on quality”. 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.

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