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AVERY BOARDMAN OPENS NEW MERCHANDISE MART SHOWROOM IN CHICAGO

AVERY BOARDMAN, known as the design industry's premier source for the ultimate in custom upholstery, will open a new showroom on June 1, 2008 in the Chicago Merchandise Mart on the 16th floor, Suite 1676. The new showroom boasts approximately 2,000 square feet and will house a varied selection of elegant pieces from the **AVERY BOARDMAN** fine furniture collections.

Featured in the photo is one of the chairs from ***Optima***, the new luxury chair collection defined by classic beauty and unparalleled comfort. Manufactured with meticulous attention to detail, the collection is comprised of twenty-five plush upholstered chair designs, perfectly scaled and proportioned, providing a pleasing aesthetic from every angle. "Each of these twenty-five designs can be customized to the client's exact specifications," maintains Luigi Gentile, the collection's designer. "The client can modify an existing design or create one with our help."

Chair frames consist of selected hardwoods that are double doweled and glued for stability. Individually 8 way hand tied coils are covered by hand selected cotton and natural burlap. Cushions are made of the finest down and feather blends. These clusters are encased in high quality 100% down proof cotton and layered over springs or closed cell polyurethane high density foam. ***The Optima Chair Collection*** has been designed to provide enduring comfort and years of enjoyment.

Fabric patterns are carefully matched and flawlessly seamed. Many of the chairs rest on attractive wooden legs that are available in black, natural, walnut or mahogany finishes, as well as an infinite choice of custom finishes.