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## **Somerton Dwelling Debuts New IHFC Showroom That Expresses Company's Forward-Focused Vision**

**Corona, CA, Sept. 27, 2016**—[Somerton Dwelling](#), maker of freshly innovative home furnishings, will welcome visitors to the October 2016 High Point Market at a brand-new location in the International Home Furnishings Center, Wrenn wing, W646.

"We want our customers to be able see our latest products in a new, streamlined environment," says Dave Pinamonti, Somerton Dwelling's president. "In relocating from the 11<sup>th</sup> floor to the 6<sup>th</sup> floor, we are breaking away from the traditional ways of showcasing product at Market and preparing for more forward-looking, innovative methods. In doing so, we'll exhibit this season's offerings in a way that makes it faster and easier to shop our entire line."

Conveniently located adjacent to the Wrenn elevators, the 4,739-square-foot Somerton Dwelling showroom will provide an exciting debut space in a modern, open setting in keeping with the company's product style and assortment. For October, the company is unveiling its largest product launch ever. Four new collections, along with two new stand-alone dining table and chair combinations, will anchor the inaugural display. "We deliberately resized and re-envisioned our showroom to allow our Market guests to shop our newer goods smartly and efficiently," noted Pinamonti, "while utilizing new tech to showcase our bestselling, in-line products."

The new introductions, including full collections Draper and Finney Crossing, continue to embody Somerton Dwelling's smartly sized, clean and contemporary aesthetic at affordable prices. The collections include multiple bedroom configurations, dining groups with matching and coordinating chairs, and accent pieces.

Appointments are now being accepted for the High Point Market. Retailers and interior design professionals can contact Somerton Dwelling to arrange a showing.

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### **About Somerton Dwelling**

Somerton Dwelling offers fashionable and functional home furnishings that reflect a modern sensibility for today's living environments. With a focus on small and moderate size homes, Somerton Dwelling specializes in dining, bedroom, and accent furniture that helps their customers' live the life they love. The company is committed to continually improving their environmentally friendly production process by using low VOC finishes, sustainable woods and packaging made of recycled materials. With distribution centers on the west and east coasts, the Somerton Dwelling corporate headquarters is located in Corona, CA. Visit Somerton Dwelling at [www.somertondwelling.com](http://www.somertondwelling.com) and on [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#), [Google+](#), and [Instagram](#).