

PRESS RELEASE

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FLEXSTEEL®
Industries

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Flexsteel Industries Relaunches Charisma Brand: Affordable Style and Unmatched Comfort

[DUBUQUE, IOWA | October 9th, 2024]- Flexsteel Industries introduces a fresh, contemporary collection of upholstered furniture designed to enhance homes everywhere with the relaunch of the Charisma line. Designed with today's style-savvy consumer in mind, Charisma blends modern aesthetics with exceptional comfort, all at a price point that makes luxury living more accessible than ever. With its on-trend designs and signature quality, Charisma elevates spaces and redefines comfort for the modern home.

A Collection for Today's Homes

The Charisma line adapts to the evolving lifestyles of modern families. Carefully crafted, the collection meets the diverse needs of Millennials, Gen X, and Baby Boomers, offering quality and versatility for every stage of life. Whether you're a first-time homeowner moving on from hand-me-down furniture or a long-time homeowner looking to refresh your space, Charisma offers a range of stylish and comfortable options that seamlessly integrate into any home.

"It's all about the style & comfort at a great value with exceptional quality!" – Courtney Roumfort, Senior Director of Product Management.

Style and Durability in Every Piece

Charisma's design includes low, deep seating perfect for relaxed, casual living. It is a popular aesthetic among younger families and design-conscious homeowners. It is upholstered in durable, easy-to-clean fabrics, making it ideal for homes with kids, pets, and frequent gatherings. Each piece is built to last with heavy-duty wood frames and high-resiliency foam cushions, ensuring longevity without compromising style.

"Designed to be the heart of your home, where style invites and comfort embraces" - Kevin Lamonds, who joined Flexsteel at their High Point Innovation Center following the closure of Klausner.



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Collection Launches: Introducing New Pieces

The Charisma collection now offers four new sofa groups: Cole, Olivia, Corazon, and Liam (a modular option). The collection also includes three new accent chairs: Skylar, Benjamin, and Avalon, as well as a versatile cocktail ottoman that adds both style and functionality to any living space.

Expanded Fabric Selection for Personalization

The Charisma collection offers flexible fabric options to suit individual preferences. Each sofa and sectional offers two body fabric patterns, while accent pieces like chairs and ottomans come in any fabric from the collection. Customizable pillows allow for additional personalized touches, making creating a cohesive and unique look for any space easy.

Affordable Luxury for Every Home

Charisma builds on the core principle of delivering exceptional value. Flexsteel uses its manufacturing and logistics expertise to offer high-quality furniture in the Charisma collection at a price point that appeals to value-conscious consumers. This commitment makes Charisma a compelling choice for anyone looking to invest in their home.



"The reaction from our dealers on the new Charisma collection has been extremely positive, and we're seeing expanding placements across our dealer base. Charisma fits perfectly below Flexsteel stationary, offering strong value, unique seating comfort, and on-trend looks. Additionally, Charisma helps our dealers leverage freight savings by filling out truckloads and speeding up the order-to-received time window," said Brian Desbiens, VP of Retail Sales.

Charisma is now available for order, with efficient delivery options that ensure timely arrival at retail locations. For more information about the Charisma collection and other Flexsteel products, please contact marketing@flexsteel.com or visit the Flexsteel showroom at High Point Market from October 26th-30th, located at IHFC Space C-601.