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Spectra Home Adds to the Tamara Day Upholstery Collection to Meet Rising Consumer Demand

Upholstery featured on Bargain Mansions increases consumer awareness and retail sales

High Point, NC, Oct. 26, 2024 — The [Tamara Day by Spectra Home](#) collection's popularity grew when it appeared on this fall's weekly airing of Magnolia Network's home renovation show [Bargain Mansions](#). To keep up with increasing consumer interest, Spectra Home added more family-friendly upholstery to their highly successful Tamara Day collection shown at the October Market. Experience the entire collection in the Spectra Home showroom, 200 N Hamilton #213, October 26-30.



"Each week on *Bargain Mansions* Tamara used several pieces of her Tamara Day by Spectra Home collection in the old mansions that she transformed into beautiful dream homes," stated Jim Telleys, president of Spectra Home. "The exposure on her show has increased the collection's retail sales from her followers who are asking for the pieces that were featured. To support this growth, we have added more stylish sofas, chairs and ottomans in new, fresh fashion-forward fabrics that can stand up to the everyday rough treatment from pets and kids. In addition, designers and retailers can create a customized look for any piece in the collection by selecting from over 183 fabrics along with welts and nailhead accents through our Custom Design Program."

"I have enjoyed using the versatile Spectra Home upholstery pieces in the homes on my show," commented Day, host of *Bargain Mansions*. "They work well in a wide range of settings from modern to super traditional and are perfect for not only the homes featured on *Bargain Mansions* but also retail customer's homes as well."

"Spectra Home is still committed to donating a portion of the proceeds from the Tamara Day by Spectra Home collection to [The Common Thread for the Cure Foundation](#) to help provide financial grants to those battling breast cancer in the design and home furnishings industry," Telleys concluded.

Here is a sample of what is new for the October Market:



Denise, Nubby Slate

Livi, Patience Stone



Teddy, Paxi Dream



Denise, Nubby Slate



Livi, Patience Stone



Henry, Calero



Ellen, Friday Linen

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About Spectra Home

Spectra Home designs and manufactures luxuriously comfortable, fashion-forward, and exquisitely tailored upholstered furniture using time-honored construction techniques including hand-cut and -sewn fabrics and leathers. The company is based and warehouses products in High Point, NC. For more information, visit spectrahomefurniture.com, [Facebook](#), [Instagram](#).

About Tamara Day

Designer and host, Tamara Day, seeks to make the aspirational attainable for her clients and fans of her renovation projects. Tamara restores neglected Kansas City homes on [Bargain Mansions](#). Bargain Mansions, which originated on DIY spent two seasons on HGTV and now has found its home at Magnolia Network, is going into its sixth season. When Tamara is not in front of the camera, she is committed to her family and design business located in Kansas City. Her style, coined "Laid Back Luxe," is synonymous with blending glamour, comfort, and family into the spaces she designs – something she personally prioritizes. As a busy mother of four, Tamara believes homes should be both beautiful and low maintenance because life is stressful enough. To keep up with Tamara and her projects, follow [@tamaraday](#) on Instagram.