

PRESS RELEASE

CONTACT INFORMATION:

Flexsteel Industries, Inc
David Crimmins
563-585-8321
DCrimmins@flexsteel.com

FLEXSTEEL®
Industries

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Flexsteel to Showcase Innovation and Style at Las Vegas Winter Market

[DUBUQUE, IOWA | January **TBD**, 2025- Flexsteel Industries invites attendees to experience its latest innovations and stylish designs at the Las Vegas Winter Market. The showcased collections, spanning seating, bedroom, and dining categories, reflect Flexsteel's commitment to combining functional style with forward-thinking design.

Perfect Match Recliner Program

Flexsteel simplifies recliner shopping with the **Perfect Match** Recliner program. This thoughtfully designed lineup features five models across 18 SKUs, catering to diverse needs and styles. Options range from compact manual recliners to plush power models with charging ports, swivel bases, hidden cup holders, and more. By eliminating the guesswork, the Perfect Match program ensures every customer finds their ideal fit.



Zecliner Model 3+ and Sidekick

Building on the success of the Zecliner line, Flexsteel introduces the **Model 3+**, a contemporary take on the popular sleep recliner. The Model 3+ features a slimmer profile, a non-lift rocker mechanism, and stain-resistant Nanobionic wellness fabric while maintaining the same exceptional comfort and functionality designed for sleep.

Paired with the Zecliner, the **Sidekick table** blends utility and craftsmanship. Designed to complement any recliner, it features a pop-up swivel tabletop, drawer storage, USB-A and USB-C ports, pop-out cup holders, and a wall plug. Its timeless millwork-inspired styling ensures it seamlessly integrates into any living space.

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Evelyn Modular Sectional

The **Evelyn** modular sectional combines flexibility and sophistication in a customizable three-piece design. This collection utilizes pull-tuft detailing and customizable fabric options to adapt effortlessly to various room layouts. Optional Smart Hub add-ons include storage, charging ports, and cup holders, making Evelyn stylish and functional for today's modern lifestyles.



Latitudes: Wyatt and Camden Motion Sofa Groups

Wyatt focuses on ultimate comfort, offering wide track arms, CloudLux cushions, and Zero Gravity recline. Available in a recliner, sofa, loveseat, or sectional, the collection comes in two top-grain leather options and includes hidden pop-out cup holders, balancing luxury with convenience.



Camden features transitional and Euro-inspired design elements. With generous seating, slope-padded arms, and Zero Gravity recline with power headrests, it delivers both style and comfort. Camden's pebble-grain upholstery enhances durability and provides a soft, inviting feel.

Casegoods: Bellevue Bedroom and Lyra Dining Collections

The **Bellevue Bedroom** collection showcases sophisticated craftsmanship with chevron cherry veneers in a warm whiskey finish. Picture-frame molding and curved accents enhance the appeal of its upholstered and panel headboards, dressers, and nightstands.



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The **Lyra Dining** collection merges contemporary design with mixed materials. It features mocha-finished oak veneers paired with metal accents. Round and rectangular dining tables, upholstered chairs with stain-resistant fabric, and a coordinating buffet offer a cohesive dining solution.



Charisma Brand

The **Charisma** brand, designed for accessible style and comfort, includes a versatile mix of accent swivel chairs, sofas, and sectionals. Available in 12 on-trend body fabrics with customizable pillows, this collection enables personalization to suit any taste. Featured pieces include the **Knox** sofa group, **Dante** accent chair and ottoman, **Sable** swivel chair, and **Olivia** sectional.



Flexsteel welcomes buyers to its showroom at the World Market Center, Space A554, from **January 26–28**. To learn more about Flexsteel's brands and products, contact marketing@flexsteel.com.