



Jennifer Green
jgreen@bdiusa.com

469-209-9944

FOR IMMEDIATE RELEASE

BDI Introduces the Contour Headboard Cushion Addition for LINQ and Kava Bedrooms

CHANTILLY, VA (April 26, 2025)– BDI, a leader in modern, thoughtfully-designed furniture, debuts the new **Contour Headboard Cushion**, an elegant and functional addition to the bedroom. Designed for compatibility with the **UP-LINQ** and **Kava** bed designs, this plush accessory brings elevated comfort and support to sanctuary spaces.

The Contour Headboard Cushion is available in queen and king sizes and is meticulously crafted to provide a supportive and comfortable surface for reading, lounging, or simply relaxing in bed. The contoured design aligns beautifully with the headboards of the UP-LINQ beds and the new Kava beds, enhancing the collections' clean, architectural aesthetics.



Available in a selection of premium neutral fabrics or black leather upholstery, the cushion transforms the headboard into a supportive surface without compromising the bed's clean design. The cushion cover is fully removable, allowing for easy care and maintenance, while the internal structure ensures long-lasting support and durability.

“Perfectly tailored to pair with both the LINQ and Kava bedroom collections, the cushion maintains a unified aesthetic across your space,” said Matthew Weatherly, Associate Design Director of BDI. “It also coordinates beautifully with the cushioned top of the **LINQ Bench**, available in matching leather or fabric finishes. Together, they create a cohesive and elevated bedroom environment that balances comfort, utility, and modern design.”

The Contour Headboard Cushion will be available through select retailers in June. More information can be found at [bdiusa.com/contour](https://www.bdiusa.com/contour)

About BDI

BDI is a premier designer of modern, innovative home furnishings that seamlessly integrate style, function, and technology. Available through leading retailers across the U.S., Canada, and beyond, BDI furniture is designed to enhance modern living and working spaces. www.bdiusa.com