

REVIVING THE RECLINER MARKET THE ITALIAN WAY

EVERY NOW AND THEN, A PRODUCT COMES ALONG THAT BREATHES NEW LIFE INTO THE MARKET. BUT ONLY VERY RARELY IS IT SO INNOVATIVE THAT IT LAUNCHES AN ENTIRELY NEW CATEGORY. RE-VIVE, THE WORLD'S FIRST "PERFORMANCE RECLINER", APPEARS TO BE DOING EXACTLY THAT.



ON LEFT PAGE: Pasquale Natuzzi, Chairman and Chief Executive Officer of the Natuzzi Group and Kent Parker, head designer at Formway
IN THIS PAGE: Pictures from Re-vive launch event in Milan



When it premiered at the High Point Market last October, the Re-vive reclining chair by Italian manufacturer Natuzzi was warmly welcomed by the US and Canadian markets. Dealers appreciated the innovative nature of the product, the quality of its marketing platform and the overall potential of the brand to create excitement.

Since then, Re-vive has certainly been generating plenty of buzz around the world. Hailed as one of the stars of the Brussels furniture fair in November, it went on to pick up the award for the most technologically innovative product at the Esprit Meuble fair in Paris before enjoying further success at IMM in Cologne. The promotional world tour will come full circle in April as Re-vive appears at the Milan Furniture Fair and, for the second time, at High Point, where a series of new innovations will be unveiled.

So just what is it about this new recliner that is arousing so much interest? Pasquale Natuzzi, Chairman and Chief Executive Officer of the Natuzzi Group, puts it like this: "Natuzzi has always searched for new ways of making people's lives more beautiful and comfortable. Re-vive is the living example of true innovation. A chair with a soul, our soul." As you can imagine, creating a chair with a soul was no easy task. In fact, Re-vive



is the fruit of three years of research, design and development by Natuzzi in collaboration with award-winning furniture design studio Formway, based in New Zealand. At the heart of the product's revolutionary design is an understanding that true relaxation requires motion, not immobility.

"Research shows us that, even when resting, the human body is constantly in movement," explains Kent Parker, head designer at Formway. "Re-vive moves with the body as it makes the countless adjustments needed to truly relax or to move from one activity to another. And it does this without the levers and buttons inherent in the design of other recliners, while providing a superior level of comfort." In short, move and the chair moves with you.

The result? An experience of unprecedented ease and relaxation for the user, as well as fresh opportunities for dealers. In the words of Pasquale Natuzzi, "The Re-vive recliner brings a completely new offering to the home furniture market. This is truly a new movement in comfort in a recliner market that hasn't changed in more than 50 years." Re-vive boasts a series of unique features, from Responsive Recline (a weight compensating mechanism that makes it possible

to recline while maintaining perfect balance) to dynamic arms, a 360-degree movement pivot in the base and a tilting ottoman. It's a testament to Natuzzi's investment in all this innovation that the recliner's shape and its 120 components are all covered by international patents. As you would expect from an Italian product, the state-of-the-art technology inside is complemented by stylish looks, not to mention the ability to adapt to a wide variety of interior environments and personal preferences. Re-vive is available in multiple sizes, many colors and base finishes.

The premium leather is accented by delicate hand stitching, and each recliner is individually fitted to order. Moreover, an exclusive collection has now been created for Natuzzi Italia's mono-brand stores and gallery partners comprising three different models - Club, Lounge and Suit - which can be upholstered in the full range of leathers and fabrics. The program offers almost limitless possibilities for personalizing Re-vive to each customer - even the most demanding ones.

Combine the innovative features of the product itself with an impressive set of integrated marketing tools, including great print and digital promotional advertising, and what you have is a great opportunity to tell a new story and provide

a completely original shopping experience. And that means plenty of opportunities to boost traffic and increase sales revenue. It is no surprise, then, that so many stores have opened their doors to this new performance recliner, including Hudson Bay, JC Perrault, Interline and Copenhagen Imports to name but a few. In addition, the majority of Natuzzi Italia dealers have committed to display Re-vive.

Anyone interested in joining them is warmly invited to discover the product and all the new developments by visiting the Natuzzi showroom during the High Point Market. Just contact your Natuzzi sales representative to arrange an appointment. If reactions to date from around the world are anything to go by, you won't be disappointed.

HIGH POINT SHOWROOM
130 WEST COMMERCE AVENUE,
OPEN DOORS:
APRIL 5TH TO 10TH FROM 8 A.M TO 7 P.M.
FOR MORE INFORMATION CALL 336 887 8300

REVIVENATUZZI.COM