

FOR IMMEDIATE RELEASE

SCHWARTZ DESIGN SHOWROOM ANNOUNCES NEW PARTNERSHIP WITH VERELLEN FURNITURE

American-Made Line of Eco-Conscious Pieces Joins Showrooms' Comprehensive Assortment of Interior Furnishings for Trade Professionals in New Jersey and Connecticut

SEPTEMBER 2018, METUCHEN, NJ—In a match made in décor heaven, Connecticut and New Jersey interiors purveyor Schwartz Design Showroom (SdS) has announced it will begin carrying American-made furniture label Verellen in late 2018. Constantly expanding its offering of fine furniture, lighting, rugs, and accessories, SdS brings Verellen into the mix for its impressive fusion of innovative materials and American tradition.

With increasingly more design professionals doubling down on environmentally conscious construction, SdS CEO Alexis Varbero is excited to carry Verellen, which sources the most sustainable materials available: FSC Certified lumber, reclaimed metal coils, hand-spun natural

fibers, and even recycled packing materials. And, each piece of furniture is made-to-order at the brand's manufacturing facility in High Point, NC, by artisans whose crafts have been passed down for generations. The result is a line that is beautifully made, timeless, and designed to endure—planed, sanded, double-doweled, measured, cut, and sewn by hand.

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Verellen’s thorough execution and painstaking attention to detail walks perfectly in step with Schwartz’s company ethos. A family business for more than 75 years, the exclusively to-the-trade showroom has been building trusted relationships with architects, designers, and builders in the tristate area for decades. Transparency is paramount: Every brand carried is linked on the showroom’s website, so that design professionals can feel comfortable with each product and its pricing structure. “First and foremost, we are your partner and your team,” says Varbero, the third-generation leader of SdS (who took the helm after serving as the Director of Global Marketing at Bobbi Brown Cosmetics).

That depth of heritage and expertise is hard to come by, as is Varbero’s dedication to customer service. The Schwartz team leverages its employees’ wealth of knowledge to help clients manage orders, create floor plans, and outline rigorous timelines for deliveries and installation to ensure

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Tracey Heinemann | FOUND Marketing + PR | T: 203.762.7173 | tracey@foundagency.org

every project is executed to plan. Think of the Metuchen, NJ, and Stamford, CT, showrooms as your personal headquarters and the Schwartz team as your project managers. With beautiful work environments in both locations, designers are invited to use the space as their personal office—surrounded by inspiration and experts at every step.

For those who prefer to work remotely, Schwartz associates are skilled at shopping the job from the company's 85-some vendors of upholstery, case goods, lighting, accessories, artwork, fabric, wallpaper, trim, rugs, drapery, and hardware. And with a range of product from entry to top-of-the-line, Schwartz is able to meet the budget and aesthetic of every client. From the announcement of Verellen to the recent introduction of Nest hardware, Varbero and her team are always updating their comprehensive offering to reflect the needs and wants of the design industry.

For more information, stop by a Schwartz Design Showroom location at 287 Amboy Ave., Metuchen, NJ, and 330 Fairfield Ave., Stamford, CT, or contact Tracey Heinemann at FOUND Agency: 203.762.7173, tracey@foundagency.org.



Verellen



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