

# LAZAR

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## **NEW MICHAEL PAYNE COLLECTION APPEALS TO BOTH SEXES**

*Renowned Designer, TV Personality to unveil new collection at Lazar Showroom.*

**Los Angeles, CA**—Dealers are expected to flock to the Lazar Showroom during the International Home Furnishings Market in High Point, North Carolina, in October to see numerous new introductions, including the dramatic Michael Payne Upholstery Collection. Michael Payne, the internationally renowned designer and original host of the long-running HGTV series, “Designing for the Sexes” will be on hand to meet and greet visitors at the Lazar Showroom, IHFC, D817 in the Design Center.

“My new licensed upholstery collection with Lazar features clean, simple, unadorned, contemporary lines with purity of design,” says Payne. “Each silhouette was inspired by my real life experiences in solving design problems between the sexes while making the outcome appeal to both sexes,” Michael added. “Included in my collection is the Zagato sectional, inspired by the Italian automotive design firm of the same name and known for its aesthetic functionalism.” The “Z” sectional features crisp, clean, angularity that provides a stimulating visual that is enhanced by the backward sloping seat face.

The Belgravia seating group which features refined elegance with a contemporary flair and is named after the fashionable Belgravia area of London, England, while the Phaedra chaise, named after stories of intrigue from Greek mythology, has its own intriguing aspects. With one arm, the back starts at the arm and sweeps around, embracing the occupant in its seductive shape. The Ovale (Italian for oval or egg-shaped) chair and ottoman, when used as a pair and viewed from above, form a perfect oval. With the chairs ability to swivel and rock, comfort reaches new heights.

“We are pleased and excited to welcome Michael Payne to the Lazar team,” said Dave Sowinski, president and CEO of Lazar Industries. “He has worked very closely with our design team to create premier, cutting edge silhouettes that will be made domestically in our Los Angeles and North Carolina facilities.” Sowinski went on to say “unlike many

license collections where the licensee has little or nothing to do with developing the product, Michael has been critical in not only the design of each piece, but also on the fabric application.

In addition to his role as host of the HGTV series, Payne has appeared on many network television programs and on radio talk shows, and has been the featured speaker at various national home shows, design events, museums, corporate events, colleges and charity functions. He has also been the subject of newspaper and magazine articles across the United States and authored "Let's Ask Michael," published in 2003.

To help launch the new collection and stimulate aspiring young designers to realize their goals, Lazar has invited design students from both High Point University and the University of North Carolina at Greensboro to a special luncheon and workshop to be hosted by Michael Payne. "I am really anxious to meet the design students from HPU and UNCG; it's going to be marvelous, being able to get up and talk to them about the things I love," said Payne.

Lazar is one of the premier upholstery sources for contemporary home furnishings in the United States, with manufacturing facilities in Los Angeles and North Carolina. Lazar's residential division is augmented by a strong and growing contract division. Both have separate administrative and sales representative organizations.

For more information, visit the company's website at [www.lazarind.com](http://www.lazarind.com) or call 919-742-9303.