

Designer Collection Combines Fashion With Function

(NAPSA)—From “Oprah” to “Trading Spaces” and “Queer Eye for the Straight Guy,” home makeovers are hotter than ever. But how do you get a designer home makeover without the couture price tags?

Well-known and talented designer Todd Oldham, who once dressed the likes of Susan Sarandon and Julia Roberts, has now made the leap from the runway to the living room to create Todd Oldham by La-Z-Boy. The distinctive, stylish collection combines fashion with function and features furnishings for the living and family rooms, including sofas, chairs, coffee tables, lamps, rugs, accessories and, of course, a reclining chair.

“I wanted to create furniture pieces that were basically personality amplifiers,” said Oldham. “Everything is stylish and functional. We also created pieces that were very versatile, that can change as customers redecorate their rooms or evolve their decorating styles.”

Highlights of the new collection include:

Upholstery

The “Snap” sofa can be instantly transformed into a bench, settee or chaise, the “Viva” sectional, made up of corner, straight and curved pieces can be arranged in any shape imaginable, and the “Toybox” ottoman features a wooden base combined with an upholstered pillow top that lifts for storage and includes a removable molded interior rack for movies and CDs.

Occasional Pieces And Accessories

In addition to the upholstered offerings, the Todd Oldham by La-Z-Boy collection also boasts coor-



The “Snap” sofa can easily be changed into a bench, settee or chaise.

dinating tables and entertainment cabinets in wood with metal accents, along with a variety of rugs and accessories, including pillows, lamps and mirrors.

Fabrics, Fabrics, Fabrics

Still, the star of the collection has to be the fabrics. With more than 150 textiles, ranging from animal prints and geometrics to wood looks and tweeds, retailers and consumers alike are sure to be impressed by the durability and the variety of choices in both color and pattern.

“With this collection we wanted to give people the tools and confidence to cultivate their own individual styles at an affordable price,” said Oldham. “It is a great trick when you can make something look twice as expensive as it really is.”

Known for his forward-thinking design philosophy of combining style, comfort, durability and

accessibility, Oldham has spent the last 20 years designing fashion, fashion accessories, living spaces and products for the home. Focusing on fun yet functional designs, he created the Home [Room] collection for Target® and The Hotel in Miami. In addition, he has hosted shows on MTV, including “House of Style” and “Crib Crashers,” and appears regularly on NBC’s “The Today Show.”

The Todd Oldham by La-Z-Boy collection marks the second collaboration between the two home products powerhouses. In 2002, Oldham was one of seven fashion designers involved in the La-Z-Boy “Designer Recliner” program, which raised nearly \$60,000 for homeless people living with HIV/AIDS.

For more information on this collection and other products from La-Z-Boy, visit www.lazboy.com.