

# What Women Really Want: A Place To Cocoon

(NAPSA)—Mel Gibson may think he knows “what women want,” but according to renowned trend forecaster Faith Popcorn, what women *really* want is a comfortable place to kick back and relax.

Recently, the internationally respected consumer analyst conducted interviews with more than 7,000 American women and uncovered a burning desire among the female population for chairs designed specifically for women. In response, Popcorn teamed with La-Z-Boy to develop a series of “cocooning” chairs designed specifically to fit a woman’s body and lifestyle.

First introduced by Popcorn in 1981, “cocooning” is defined as the desire to protect oneself from the harsh, unpredictable realities of the outside world by surrounding oneself with warmth, comfort and tranquility at home. The Faith Popcorn Cocooning Chairs™ by La-Z-Boy® were developed with this concept in mind.

“We interviewed several thousand women and asked them to describe their ideal reclining chair,” said Popcorn. “What we heard back is that women not only relax in their chairs, they work there, they write letters to friends, they read, they play with their children and cuddle with pets. They want chairs that fit not only their bodies but their lifestyles as well. They want comfort but they also want style. We worked closely with La-Z-Boy to make sure we gave them exactly what they wanted.”

### Form, Function and Fashion

Each of the cocooning chairs is scaled to fit the female form, with a reclining mechanism that requires just a gentle push to engage, because research indicated that women preferred to not have a handle on the side of their chairs. Special features include an optional, attached worktable that swivels to provide a surface for a



**A new line of recliners has been designed with a woman’s needs—and the female form—in mind.**

laptop computer, snacks, letter writing or crafts. Each table also includes a built-in bud vase and comes in a variety of decorative finishes. Women also said they wanted streamlined storage in their chairs, so the cocooning chairs feature tailored pockets on the sides for books, remote controls, magazines and papers.

### Mother and Child Bonding

Popcorn’s research also revealed that women frequently “cocoon” with their children, so the new collection features two adorable chairs designed just for kids. The children’s chairs are designed to match “Mommy’s,” and come with matching ottomans that offer storage for toys, games and coloring books. The tops of the ottomans can also be flipped over to create a handy lap desk for reading, coloring and other projects.

In keeping with the collection’s

emphasis on women and what matters to them, a portion of the proceeds from the sale of each chair will go to Reading Is Fundamental® (RIF).

“We are thrilled with how the collection turned out and with the response we’ve received so far from customers,” said Greg White, vice president of merchandising for La-Z-Boy. “With Faith’s insight into the female psyche and our heritage of comfort, quality and style, we were able to create customized comfort for two very distinct audiences.”

The Faith Popcorn Cocooning Chairs by La-Z-Boy are available through La-Z-Boy Furniture Galleries, La-Z-Boy In-Store Gallery dealers and anywhere genuine La-Z-Boy furniture is sold. For more information or to find the La-Z-Boy dealer nearest you, call 1-800-MAKE A HOME (1-800-625-3246) or visit [www.lazboy.com](http://www.lazboy.com).