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**POLaRT DESIGNS TO DEBUT NEW “FLOCKaRT” COLLECTION AT UPCOMING INTERNATIONAL CONTEMPORARY FURNITURE FAIR IN NEW YORK CITY**

**New York** – Custom high-end furniture manufacturer, POLaRT DESIGNS, will debut its *FLOCKaRT* collection at the upcoming International Contemporary Furniture Fair (ICFF). The addition of flocked furniture will continue the company’s commitment to introducing unique products to the industry by blending new techniques with traditional manufacturing.

POLaRT uses advanced manufacturing techniques to electrostatically adhere the flock to its wide range of products resulting in a texture that is soft to the touch like velvet. *FLOCKaRT* will be produced in both indoor and outdoor options and will be available in the brand’s 20 signature bold colors and durable materials.

“Flocking is rarely seen on furniture and even more rare on outdoor pieces, which is why we are very excited for this introduction.” said Josue Reynoso, POLaRT founder and CEO. “POLaRT is committed to bringing new, unique products to the furniture industry, so we believe the addition of flocked décor will continue to allow POLaRT to stand out.”

Staying true to POLaRT’s intent to continuously innovate, *FLOCKaRT* will allow consumers to sit in the designer’s chair to blend traditional pieces with vibrant, modern colors and endless customizable options curated to a buyer’s personal style.

The 29th annual ICFF will take place at the Jacob K. Javits Convention Center in New York May 21-24. The company’s space is located at Booth 420 of the convention center.

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Founded in 2011, POLaRT is a high-end leader in indoor and outdoor Victorian and Modern Baroque home furnishings designed with a twist. Bright colors offset the collection's traditional styles to deliver a contemporary look and feel. The company's innovative management team, based in San Luis Potosi, Mexico, is committed to growing the company's distribution by partnering with unique retailers throughout the U.S. For more information, visit [POLaRTDesigns.com](http://POLaRTDesigns.com).

-30-