



**FOR IMMEDIATE RELEASE**

**CONTACT:** Sheila Long O'Mara  
Steinreich Communications  
(212) 491-1600  
[somara@scompr.com](mailto:somara@scompr.com)

**JOSUE REYNOSO**

*Founder and Chief Executive Officer*

Josue Reynoso is the founder and chief executive officer of San Luis Potosi, Mexico-based POLaRT DESIGNS, a position he has held since starting the company in 2011. As the son of a self-made furniture designer and manufacturer, Reynoso has followed many of the same principles – attention to craftsmanship and creating unique designs – his father used in running his business POLREY.

As the youngest of six children, Reynoso is the only one who joined the family business, and he has continued to innovate. Reynoso joined POLREY, the manufacturer of French Provencial designs, in 2008 as sales manager with the goal of expanding the brand and reaching a broader consumer base. Just after Reynoso joined the company's sales team, the financial crisis delivered a blow to the company's sales. While working to keep the business afloat, Reynoso was inspired to start POLaRT, the manufacturer of Victorian Baroque furniture that spans indoor and outdoor use. The idea – capture a younger, more urban consumer through brightly colored, customizable designs that make a statement.

Building on the foundation of POLREY's manufacturing technique of crafting designs from polymer and steel, Reynoso created a niche by adding an extensive lineup of brightly colored finishes and promoting the product's outdoor capabilities by incorporating marine-quality vinyl and outdoor fabrics. POLaRT was born in 2011. His concept to allows consumers to request whether the furniture will be used outside or inside the home, and artisans within the POLaRT factory make any needed modifications.

-more-

JOSUE REYNOSO  
PAGE 2-2-2-2

Reynoso graduated with a business degree from ITESM Institute of Technology in Monterrey. He holds a Master of Business Administration from Universidad Panamericana in Guadalajara, Mexico. He lives with his wife in San Luis Potosi, Mexico.

Founded in 2011, POLaRT is a high-end design leader in indoor and outdoor Victorian and Modern Baroque home furnishings created 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).