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For: **NICHEO**

NICHEO BACKGROUNDER

NICHEO / niCHO,nēSHo / *slang* – 1) when used as a verb: the action of finding “niches” 2) an anglo-spanish conjunction of the word “Niche” 3) products that are suitable for a specialized market.

Nicheo USA, INC was created with the idea to represent highly specialized firms in the home, furnishings, and design industries, within the USA.

Its current two brands are: 1) PolRey Furniture: Specialized in French and Victorian Reproductions, and 2) POLaRT Designs: A Modern Baroque lifestyle brand for indoors & outdoors.

Nicheo also offers Private Labeling solutions for firms seeking to create wild and unique products.

With almost four decades of experience in the industry and a seasoned team of 150 artisans and co-workers under its belt, NICHEO is well equipped to produce beautiful, whimsical designs with bold colors and striking silhouettes that make them the center of attention in any room, whether indoors or out!

For more information please visit: <http://www.nicheo.mx/>

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EDITOR'S NOTE: For more information about NICHEO and to arrange to speak with a company spokesperson, please contact Sofia Torres or Josue Reynoso at (956) 765-2760 or media@polartdesigns.com .

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