

## FOR IMMEDIATE RELEASE

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Atria Collection

### BBF to Introduce two new Office by *kathy ireland*® Collections

JAMESTOWN, N.Y. – May 25, 2018 – Bush Business Furniture (BBF) will introduce the Atria and Centura collections under the commercial-grade Office by *kathy ireland*® brand at NeoCon. The fashion-forward lines join a host of new products in BBF Showroom 11-115, June 11-13.

These introductions build on the success of the Echo and Method collections, which have exceeded expectations since the launch of Office by *kathy ireland*® during NeoCon last year. The brand, a partnership between *kathy ireland*® Worldwide and BBF, provides fashionable looks and BIFMA-grade quality for today's rapidly changing workspaces.

Atria blends exposed metal frames with a charcoal oak finish, combining industrial and contemporary styles. The collection meets the growing demand for commercial-grade products featuring a residential feel.

Centura creates a mid-century modern look with an on-trend walnut finish, satin brass hardware and elegant black tapered legs. Like the other Office by *kathy ireland*® collections, Centura offers an ideal solution for small businesses as well as America's leading corporations along with remote workers.

The brand provides space-saving solutions designed with style and performance in mind.

"We are thrilled about the launch of the Centura and Atria collections at NeoCon," says Kathy Ireland, Chair, CEO and Chief Designer of kiWW. "Our partnership with BBF has grown and expanded in powerful ways. Together, we design our commercial office furniture using our shared passion for business, and always with our customers' needs in mind. The success of the Echo and Method collections reflect the evolution we see in workspaces. Our customers are not only looking for dependable quality, but also fashionable looks to reflect their personalities. We are pleased to continue bringing our customers the best of both with the introduction of Atria and Centura."

Office by *kathy ireland*<sup>®</sup> furniture features BBF's industry-leading services such as next-day shipping with delivery in three to five business days and optional professional installation in 10-14, all at a flat fixed rate nationwide. Install 360 services include end-to-end project management, free space planning, flexible delivery and complete installation in a single visit with total package removal.

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Centura Collection

#### **About BBF**

For more than 50 years, Bush Industries has been a trusted leader, providing reliable and affordable furnishings. We have strengthened our focus on the commercial customer through the design of commercial-grade products that meet the market needs for value, speed and service. Bush Business Furniture (BBF) provides a broad scope of products and value-added services aligned to the transactional requirements of small and mid-sized businesses, and specific markets such as teleworkers and remote-office professionals. Our combination of uniquely positioned furniture lines, exceptional price points, responsive customer service, delivery options, rapid and flexible fulfillment, and free space planning services form a compelling value proposition.

#### **About *kathy ireland*<sup>®</sup> Worldwide**

Founded in 1993, the *kathy ireland*<sup>®</sup> Worldwide brand, celebrates a lifestyle. Listed as the 26th most powerful brand globally by License Global Magazine, the success of *kathy ireland*<sup>®</sup> Worldwide is the result of teamwork and dedication. Kathy has graced the cover of Forbes Magazine twice (2012, 2016) and according to Fairchild Publications, Kathy Ireland is one of the 50 most influential people in fashion. Furniture Today names Kathy as one of the most influential people in the furniture industry. Kathy and kiWW<sup>®</sup> support many non-profits including: YWCA Greater Los Angeles for which she is an Ambassador, Dream Foundation, Providence Educational Foundation, 911 for Kids/AEF, and the St. Jude Children's Research Hospital. Kathy was recently named an Ambassador for the Elizabeth Taylor AIDS Foundation.