

4th September 2014

GET THE CLASSIC HERITAGE LOOK WITH THE NEW BERKELEY MAGNA RANGE AT DFS

DFS launches the new, exclusive Berkeley Magna range, inspired by Berkeley Magna - an upholstery and furniture brand regarded as the 'Rolls Royce' of sofas in the 1900s. DFS has put a modern twist on the original designs, combining traditional and luxurious styles with smooth lines and chic detailing, and the pieces are named after some of the great British artists of the 18th and 19th centuries.

Aligned with DFS' own heritage and generations of British craftsmanship and artistry, the timeless Berkeley Magna range carries a chicness and authenticity whilst reflecting quality, style and comfort. The range features a selection of ornate patterns including florals and stripes; a variety of textured fabrics including chenilles and velvets; and a range of shades, from muted neutral colours to bright and dark prints. Each and every design-led piece is perfect for creating the quintessential British look in any living room.

Philip Watkin, DFS designer, commented, "The Berkeley Magna range lends itself to the heritage trend by drawing upon the elegance of 18th and 19th century design with calming neutral colours and floral patterns. The pieces perfectly combine modern craftsmanship and traditional design details to bring the heritage look to life."

Sale prices apply from now until 09/09/14

The Turner Range





3 Seater Sofa - £1,098, after sale price £1,198



2 Seater Sofa - £998, after sale price £1,098



Wing Chair - £688, after sale price £718



Turner Footstool - £298, after sale price £328



The Hogarth Range



4 Seater Sofa - £1,399, after sale price £1,499



Striped 2 Seater Sofa - £1,299, after sale price £1,349



Plain Wing Chair - £719, after sale price £749



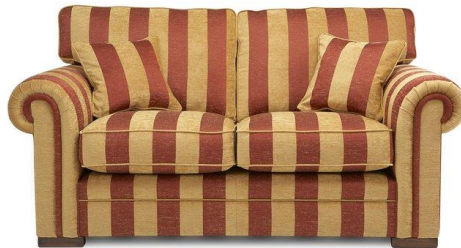
Hogarth footstool - £299, after sale price £329



The Landseer Range
3 Seater Sofa - £995, after sale price £1,095



Stripe 2 Seater Sofa - £995, after sale price £1,095



Floral Armchair - £645, after sale price £695



Floral storage footstool - £295, after sale price £325



The Waterhouse Range

4 Seater Pillow Back Sofa - £1,595, after sale price £1,695



2 Seater Plain Pillow Back Sofa - £1,395, after sale price £1,495



Pattern Armchair - £745, after sale price £795



Pattern Banquet Footstool - £325, after sale price £295



The Colman Range

4 Seater Sofa - £1,199, after sale price £1,299



3 Seater Sofa - £1,149, after sale price £1,249



Armchair - £648, after sale price £698



Banquet Footstool - £278, after sale price £298



ENDS

To see the full collection visit <http://www.dfs.co.uk/berkeley-magna/results>

After sale prices apply from 09/09/14

Notes to Editors

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About DFS

- DFS has been making furniture for 45 years and hand-makes every sofa to order. With decades of experience going into hand-crafting tens of thousands sofas every year at its three factories in Yorkshire, Nottinghamshire and Derbyshire, DFS is the biggest sofa manufacturer in Britain.
- Now timeless style comes with a great guarantee. DFS offers a 10-year guarantee on all sofas.
- DFS has 100 stores across the UK and employs over 3,200 people.
- DFS has partnered with the British Heart Foundation: BHF and DFS launched its partnership in July 2013, offering a service to any customer who chooses to buy their sofa from DFS. Customers can have their unwanted sofa collected for free by the BHF and the sofa will then be sold by the BHF in one of its 165 Furniture & Electrical stores across the UK. Every penny of profit raised will go on to fund the BHF's pioneering research to put an end to the suffering caused by heart disease and help eradicate 80,000 deaths that occur each year as a result of coronary heart disease.