

4th September 2014

DFS LAUNCHES EXCLUSIVE NEW GRAND TOUR RANGE: FOR THE WELL-TRAVELLED

DFS, the UK's leading sofa retailer and manufacturer, has launched a new, exclusive range of living room furniture for 2014, the Grand Tour. The design-led pieces make up the three mini ranges, the Trafalgar, Delphi and Oskar, and are inspired by the historical Grand Tour, a custom which began in the 1600s and flourished until the advent of large scale rail transit in the 1840s. Young, well-to-do gentlemen travelled in luxury and style across the continent acquiring cultural knowledge and classical antiquities.

DFS designer, Scott Coggan, comments on the Grand Tour range, "As a brand with a strong British heritage, DFS is always on the lookout for pieces that celebrate great British traditions and the Grand Tour range does this perfectly. The quality of the fabric and the minimalist style created by the neutral shades and clean lines in each piece give the range a luxurious feel that we think our customers will love."

Sale prices apply from now until 09/09/14

The Oskar range

The stately leather design of the Oskar range has an authentic British feel, coming complete with the 'Chesterfield' look button detail and Union Jack cushions. The range comprises a large and small Sofa, an oversized Club Chair, an elegant Wing Chair and Footstools in large and small sizes. Choose from stylist leather in classic brown or go for a more unusual blue, red or black shade.





Large Sofa - £1,998, after sale price - £2,298



Small Sofa – £1,898, after sale price - £2,198



Club Chair - £1,048, after sale price - £2,198



Wing Chair - £898, after sale price - £948



Large Footstool - £468, after sale price - £498



Small Footstool- £268, after sale price - £298



The Trafalgar range

The strong lines and detail built into the Trafalgar range give it a real sense of grandeur and traditional Britishness. Available in neutral shades; natural, slate, cocoa and clay, the range of design-led sofas, chairs and footstools ooze sophistication and style.

Grand Sofa - £1,299, after sale price - £1,399



Large Sofa - £1,199, after sale price - £1,299



Accent Chair - £648, after sale price - £698



Large Footstool - £359, after sale price - £379



Small Footstool - £199, after sale price - £229



The Dover range

With an imposing sense of luxury and style, inspired by the intrigue and romance of the ancient seaport and its surrounding cliffs, The Dover range mixes clean, classic shapes and traditional studded leather – perfect for the English country gent. Choose from elegant sofas in two different sizes and a stylish range of armchairs and footstools – all available in chocolate or tan leather.

Maxi Sofa - £1,899, after sale price - £1,999



Arm chair - £998, after sale price - £1,098



Accent Chair - £838, after sale price - £898



Wing Chair - £848, after sale price - £898



Rectangular Footstool - £439, after sale price - £469



ENDS

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

After sale prices apply from 09/09/14

Notes to Editors

For more information, product call-ins, high res product cut-outs or lifestyle imagery, please contact:

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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.
- 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.