

FOR IMMEDIATE RELEASE



Coalesse[®] Launches Lox[™] at NeoCon 2012
A side chair and stool collection designed by PearsonLloyd

San Francisco, CA -- Coalesse, the leader in crossover furnishings, is excited to introduce the Lox seating collection at NeoCon 2012.

Informal gatherings in casual settings like a café or lobby facilitate the sharing and exchanging of ideas, playing a key role in the way we transfer knowledge. The Lox side chair and stool provide comfortable and sleek seating for social spaces to foster a corporate culture that values communication.

The Lox seating collection encourages a relaxed and informal atmosphere to get together, discuss ideas and collaborate. The Lox side chair and complementary stool enable a space that encourages social activity and creativity to flow freely.

The Lox side chair shell comes in black and white with an upholstered seat. An upholstered back is available as an option. The 4-star aluminum base provides a sturdy framework for this swivel chair. The Lox stool shell finish also comes in black and white with an upholstered seat. The height is adjustable to bar and café height and it is accented by a polished chrome base.

This collection will be offered through Coalesse dealers to the contract market.

Lox will be available for order on October 15, 2012.



The contract list price for the side chair is \$1,000.00 (COM),
and the stool is \$1,100.00 (COM).

For more information, visit us at space #1032 or on online at
www.coalesse.com/lox

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About Coalesse



Coalesse is an award-winning furnishings manufacturer whose designs cross over flawlessly between offices and homes; meeting rooms and social spaces; private lounges and public places. The company's artfully crafted furnishings reflect the creative, innovative mindset of its San Francisco-based design headquarters. Created with a progressive, design-driven approach, Coalesse's products are consistently recommended by architects and designers for clients desiring stimulating, dynamic spaces, and by creative consumers who want to be inspired about their work day. In the connected world, work and life are merging; Coalesse studies the 'new' work day: how people are collaborating, contemplating and socializing, then commissions some of the world's most talented designers for creative solutions that combine comfort, functionality and emotional impact. *Coalesse – For the new work day.*

Press Contacts:

Karen Brooking, BDE
karen@bdeonline.biz
212-353-1383

Emily Levin, BDE
emily@bdeonline.biz
212-353-1383

About PearsonLloyd



PearsonLloyd

Tom Lloyd and Luke Pearson founded PearsonLloyd in 1997 and have since completed a wide breadth of projects which look into the relationship between people and their built environments. The work spans across different sectors such as workplace, aircraft, public realm, and healthcare. The studio has created investigative and research based work that balances build, efficiency, user needs and ergonomics, resulting in products that are not only beautiful, but functionally appropriate. Recent awards include the Gold DBA Design Effectiveness award for Virgin Atlantic's Upper Class and Premium Economy Seat.

In 2008, Tom and Luke were awarded the distinction of Royal Designers of Industry.