

## **Jaxx Casual Living to Unveil New Collection at ICFF Show**

### **For Immediate Release**

ATLANTA, GA, April 12, 2016 – Jaxx Casual Living, also known as Jaxx Bean Bags, will debut their sophisticated new line of casual seating at the upcoming 2016 ICFF Show in New York, New York. North America's premier showcase for contemporary design, the ICFF is an exclusive event featuring the next generation of design from around the globe.

Jaxx was founded an eco-friendly bean bag company in 2009, but in recent years has expanded their line to include modern indoor furniture and stylish outdoor loungers and pool floats. Using the principle of comfort as their inspiration, their collection has expanded to include solid foam and bead-filled chairs, poufs, and ottomans. Their goal is to produce goods that are the highest-quality available and to bring manufacturing and sewing back to the United States.

"We are very proud to design and manufacture all of our goods in Atlanta, Georgia," says Chief Design Officer Dan Basmajian. "We are proud to pay our sewers a living wage in a world where the same job overseas would earn pennies on the hour for their skills. It allows us to think of our employees as a family and our community is an extension of that."

In their new collection to be featured at the ICFF Show in May, Jaxx is exhibiting a new, more cultivated aesthetic. This new line includes sophisticated materials, such as luxurious faux leather and natural denim, in a refined color palette of neutrals and earth tones. While keeping the same clean lines of the rest of their line, the attention to detail in these pieces with contrasting threads and exclusive materials presents a high-end, luxury feel.

"We're excited about reaching a new audience with this collection," says Basmajian. "Jaxx has always stood on its principles of simple yet functional designs that are made with care, and this line will take those ideals even further."

Stop by the Jaxx booth #4250 at the ICFF Show May 14-17th, 2016 at the Javits Center in New York City to preview the new collection, as well as place orders for any of the new and staple products in Jaxx's line of bean bags, indoor or outdoor furniture. Call 1-866-384-2802, or email [sales@jaxxbeanbags.com](mailto:sales@jaxxbeanbags.com) to schedule an appointment.

## **About Jaxx Casual Living**

Jaxx Casual Living is a vertically integrated US-based manufacturer and marketer of bean bags and casual furniture sold through retail stores, mass merchants, and internet retailers nationwide. Jaxx is headquartered in a 140,000 square foot manufacturing facility located in a suburb of Atlanta, Georgia. The company has over 130 employees and operates [www.jaxxbeanbags.com](http://www.jaxxbeanbags.com) plus a retail showroom within its Atlanta factory. Jaxx Casual Living is a registered trademark of Luvu Brands (OTCQB:LUVU) and can be followed on Twitter at [twitter.com/jaxxbeanbags](https://twitter.com/jaxxbeanbags).