

FurnitureBlue launches the new Paula Deen Home Collection Gallery

FurnitureBlue chosen to be authorized dealer for Paula Deen Home Furniture Collection, one of the most popular, well priced and well designed home furnishings lines in many years.

August 9, 2010 (FPRC) -- FurnitureBlue, a premium home fashions retailer and etailer based in Delray Beach, FL, has announced the launch of their newest home furnishings line, Paula Deen Home by Universal. Paula Deen, one of America's most popular reality television stars, created this exciting line of low country inspired bedroom and dining room furnishings in conjunction with Universal Furniture, a leading home furnishings manufacturer based in High Point, North Carolina.

"We are very proud to have been chosen by Universal to be an authorized etailer in America who will be able to offer this wonderfully designed collection of home furnishings.", said John Albanese, FurnitureBlue's EVP of Merchandising. "Paula Deen is an amazingly popular person and many of our consumers easily identify with her casual and comfortable personality. But what makes this collection even better is that she is not only an expert on low country cooking; she is also an expert on low country living. Her unique perspective on that very aspirational lifestyle has led her to create one of the most popular, well priced and well designed home furnishings lines in many years.", he added.

The collection features bedroom, dining room, occasional and entertainment options in two finishes; tobacco and linen. There are four bed options, several wonderful dining options including casual or formal, and occasional tables and other accent pieces that allow the consumer to create that Savannah/Charleston mood inside their homes, regardless of where they are. "We love how Paula has made it possible to live the low country lifestyle anywhere. Whether you're in a home in the Dallas suburbs, a condo on San Francisco Bay, or a high rise apartment in Manhattan, the Paula Deen Home Collection will bring you back to the casual comfort of the low country of Savannah or Charleston.", said Albanese "It's truly more than furniture. It's a treat for the soul.", he added.

According to Brad Feuer, FurnitureBlue CEO, the company believes that their selection as one of only two etailers to be authorized to offer the line validates their overall strategy as well as their reputation with consumers. "Our vision of offering "more style, more savings" in a web-based environment that speaks directly to the wants and needs of today's home furnishings shopper has been readily adopted. We're very proud to lead the way in establishing an online home fashion experience built around a commitment to offer the greatest styles available and to do so at a great price every day. It just resonates with today's well-educated, well informed, and design-oriented consumers.", he stated. "Over the coming months, you will see us launch a number of key new vendors and initiatives that will continue to strengthen our position as well as our offerings for consumers.", he added.

About FurnitureBlue

FurnitureBlue.com started in 2004 and has built an excellent reputation for providing quality home furniture with great customer service. With help from world class designers and merchandisers, FurnitureBlue has an online shopping experience that engages an emotional connection with consumers. Home furniture is segmented by rooms including Living Room Furniture, Dining Room

Furniture, Bedroom Furniture, Kids Furniture, and Home Theater Furniture. With a furniture showroom in Delray Beach, FL, the company supplies consumers with made-to-order furniture including recliners, sectional sofas, home theater seating, entertainment centers, and dining room sets shipped directly from leading manufactures. FurnitureBlue.com provides Free Delivery, 100% satisfaction guarantee, and trained, non-commissioned support with every order. For more information, visit <http://www.FurnitureBlue.com> or call 1-877-867-8903.

Contact Information

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