



FOR IMMEDIATE RELEASE

For more information, please contact:

Mr Phua Jing Hong

Marketing Manager

Tel: +65 9423 5781

Email: jh.phua@HTLInternational.com

**HTL International Holdings Limited (HTL) Unveils
New Scandinavian Inspired Fabric Collection and MORE
In their Biggest Show Ever at the 36th China International Furniture Fair**

China, Shanghai, 03 August 2015 – Internationally renowned upholstered furniture manufacturer, HTL International Holdings Limited (HTL), is all set to present its wealth of new design selections in their biggest show ever at the coming 36th China International Furniture Fair this September. More to this is the unveiling of their newest brand, Fabbrica, a collection inspired by the Scandinavian design movement.

HTL's Group Managing Director, *Mr Phua Yong Tat*, expressed enthusiasm about this year's fair, "This year is our biggest fair by far - having over 2800 square meter floor space for product display, showcasing over 200 designs, and featuring five unique collections. China International Furniture Fair (CIFF) is an opportunity for us to show our commitment to our business partners and customers by providing them with dynamic product portfolio."

Building on this year's core theme "More", HTL continues its strategy on enlarging their product line - having created new collections, chairs, recliners, upholstered beds and sleepers to meet the market's changing lifestyle needs. "People can expect more from us. We want the market to know that we have everything – *all under one roof*. Keeping our product range fresh is what makes us one of the most exciting upholstery sources in the market," he said.

*HTL International Holdings Limited
Press Release 03 August 2015*

Five unique collections to meet different preferences

HTL's Director of Communications, *Ms Phua Mei Ming*, shared that the five collections they are featuring in the fair are uniquely catering to different lifestyle requirements and design preferences.

"We are featuring five distinct collections; Gallery, Muse, Domicil, Relax Studio, and Fabbrica, our newest brand, to cover the major demands in the market today. We want to be close to the consumers' design needs and consequently service the market better," she shared.

The Gallery collection delivers smart contemporary designs to fit a modern lifestyle. Muse is inspired by the chic French flair and Domicil embodies class and refined craftsmanship. HTL's newest brand addition, Fabbrica is for those who relish pared-down style centered on simplicity, minimalism and functionality.

"Fabbrica is the face of fabric in Scandinavian design. It provides high quality artistry yet remains to be truly affordable with fabric as the main material. This new collection will allow us to expand our market share as we tap into a new customer segment," said Ms Phua.

In addition, a whole new range of open-base recliners and armchair recliners will be unveiled under the Relax Studio collections, HTL's concept of luxurious comfort from motion furniture integrated by technology and design intelligence. Elevating relaxation has taken another leap in terms of style by letting recliners carry an ultramodern flair.

Exciting New Venue

This year's fair will be held in National Exhibition and Convention Center (NECC) in Shanghai, which is the largest single block building and exhibition complex in the world – with its total construction area of 1.47 million square meters. It is conveniently connected to Hongqiao Airport and Railway station and is just about 1.5 kilometers away from Hongqiao Transportation Hub. NECC, with its cutting edge design and service facilities centered on business tourism and the MICE (Meetings, Incentives, Conferencing, and Exhibitions) industry, is said to help expedite the transformation of China's economic growth patterns.

The HTL booth is located as follows:

Trade Days : 8 - 12 September 2015 (Tuesday to Saturday)
Venue : National Exhibition and Convention Centre (Shanghai) Hongqiao
No. 333 Songze Dadao, Qingpu District, Shanghai
HTL Booth : Hall 1A10

*HTL International Holdings Limited
Press Release 03 August 2015*

About HTL International Holdings Limited

Founded in 1976, HTL International Holdings Limited is one of the world's leading leather tanners and manufacturers of quality leather upholstered furniture. Headquartered and listed in Singapore, the transnational company exports more than 95 per cent of its products to over 50 countries, including Europe, Asia-Pacific, USA and the Middle East. HTL has over 8,000 employees globally, and has wholly-owned sales and marketing offices in the USA, UK, Germany, Sweden, China, Taiwan, South Korea and Australia. HTL also has a presence in France, Belgium, Netherlands and Luxemburg through authorised sales agents. For more information, please visit www.htlinternational.com.

About Fabbrica (A HTL Concept)

Fabbrica is easily identified by its simple aesthetics and a pared-down palette. The collection is inspired by the Scandinavian design movement. Our functional approach to design results in pieces that are well-thought out and expertly crafted. Yet, they radiate cosiness through the use of fabric and wood and with the occasional accent of warm coloured metals and lived-in leather. The harmonious use of colour and materials in the collections creates a calming home oasis from the busy city life.

About Gallery (A HTL Concept)

Gallery is perfect for today's discerning consumers in pursuit of a smart urban lifestyle. Its contemporary style is perfect for modern living, with jazzy lines, bright colours and stylish shapes. It offers a wide array of design collections, each with extensive range of options to allow consumers express themselves in a creative manner through colour, function, configuration and materials.

About Muse (A HTL Concept)

Combining the best of modern design style and premium quality materials, Muse is created to bring to any home a touch of sophisticated charm. Inspired by the chic French flair, the collection is marked with glamour and a bold use of colour. The pieces are crafted with great care to showcase exquisite tailoring, delightful details and great comfort. For more information, please visit www.museandyou.com.

About Relax Studio (A HTL Concept)

Relax Studio brings the idea of relaxation to the next level. A Relax Studio recliner is intrinsically made for comfort from over 3 decades of research. It is designed to be the centrepiece of any living space. Various options of manual and motorised recliners are available in multiple

*HTL International Holdings Limited
Press Release 03 August 2015*

configurations, add-on functions and colours to meet individualised need for comfort.

About Domicil (A HTL Company)

Domicil is known for its outstanding craftsmanship and complete home furnishings. Marrying long standing classics with contemporary quality pieces, Domicil is now one of Germany's top luxury brands. Our pieces can be individually adapted to suit the wants of each and every customer. Each is handcrafted by master craftsmen with a strong tradition to guarantee exclusive high quality products.