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The subtle touch of a button transforms the consumer's relaxation experience.

BY GIANNA ANNUNZIO

In our private spaces, motion furniture is quietly making a significant impact. These seemingly ordinary pieces have gone beyond the restrictions of traditional furniture, providing a more interactive experience that invites us to discover a fresh level of comfort and ease. In a time when convenience and comfort are highly valued, motion furniture stands out as a top choice.

Redefining Comfort & Aesthetic

What makes motion furniture manufacturers truly unique within the market is the commitment to creating motion furniture that doesn't "look" like motion.

"The Bradington-Young philosophy from the beginning has always been to create 'chairs and sofas that recline,' not necessarily 'reclining chairs and sofas,'" says Curtis Bolick, VP of Sales and Merchandising for Hooker Furnishings (Bradington-Young parent company). This has been and continues to be a guiding principle when designing new items.

The group has been setting new standards in this domain by seamlessly blending motion functionality with impeccable design.

"Our strategy is to create stylish furniture first, and then engineer it with motion functionality," Bolick says.

Bradington-Young's approach prioritizes design elements commonly found in stationary upholstery styles. This includes streamlined silhouettes, solid outside backs and taller sofa legs.

"This is important to the luxury consumer because they appreciate high style pieces, yet enjoy the added benefit of reclining functionality," he says.

The brand's design elements not only conceal the motion mechanism but also offer a more "finished" look that is aesthetically pleasing.

"Our design elements are made possible by using a smaller — and domestically produced — motion mechanism that is easier to conceal, while also providing a deeper, more comfortable seat and an extended footrest," explains Bolick. This innovation ensures that Bradington-Young's motion furniture not only looks luxurious, but offers a level of comfort that discerning customers seek.

American Leather has also introduced motion furniture that doesn't sacrifice aesthetics. The brand's latest offering, the Comfort Relax Sofa, exemplifies this, combining a sleek, contemporary sofa design with a subtle, easy-going reclining motion and a deep seat angle. This design is said to deliver an unparalleled level of comfort while maintaining an elegant appearance. The group's Comfort Air collection also features a weight-balanced mechanism designed for customizable comfort.

"The gravity mechanism responds to every move, offering infinite ways

Bellini Modern Living uses separate motors inside its sofas (left). American Leather's Comfort Air and Comfort Relax recliners (below) combine a sleek sofa design with an easy-going reclining motion. Bradington-Young's recliners boast features including power headrests and discreet power buttons (right).



to relax and make users feel like they are 'floating in the clouds,'" says David Workman, Executive VP of Sales, Marketing, & Merchandising at American Leather.

Hiding the motion mechanism adds an element of sophistication and elegance to the furniture, according to Workman. It places the focus squarely on the overall design, materials and craftsmanship rather than the functional aspects. This approach elevates the perceived value of the furniture, making it more appealing to discerning customers who prioritize style and quality.

Crafting motion furniture that seamlessly blends with different design styles can also help overcome any negative stereotypes or preconceived notions associated with traditional recliners. This enables manufacturers to attract a broader customer base that may have previously dismissed the idea of motion furniture.

For even more control and comfort, Bellini Modern Living uses separate motors inside its sofas — one for the back, and one for the footrest.

"Some companies only put one motor in their sofas that work simultaneously," says Founder and CEO, Hossein Azimi. "When you start reclining your feet go up, and the back goes down. We use two more motors that give an extra level of comfort. Maybe you just want to sit upright and raise the headrest, or just lift your feet up. This way you can control your comfort zone and level the way you wish."

At Bellini, the team also adapts its design to ensure that when people do require that mechanism, they don't see an empty space or gap between their back and the sofa.

"Sometimes when they start moving, you see a big gap in between or the support would begin to lessen the more you recline," Azimi says. "We try to design our sofa to retain support even when reclining. We've also added extra lumbar support and a higher lift which provides customers with better blood circulation while in a fully reclined position."

Many of Bradington-Young's recliners also boast features including power headrests, discreet power buttons located on the inner arm and "defy-gravity" reclining mechanisms that allow the feet to be positioned higher than the heart, enhancing relaxation. These technological



advancements cater to the modern lifestyle and offer a new level of convenience.

Additionally, these design elements allow Bradington-Young pieces to effortlessly integrate into various spaces throughout the home.

"Motion furniture that offers more stylish, stationary-inspired designs can more easily make its way into a variety of spaces throughout the home — not just the 'man-cave' or rec room!," Bolick says. "Streamlined silhouettes and solid outside back designs help to ensure the pieces do not 'look' like motion furniture. Not only do the solid outside backs conceal the motion mechanism, but they also offer a more finished look that is more pleasing to the eye and allows the piece to 'float' in a room, which is attractive to consumers with open-concept floor plans in their homes."

The benefits of motion furniture that seamlessly integrates into a space's aesthetic are multifaceted.

"Beautifully designed motion styles enhance the space by improving visual appeal, versatility in design, harmony with the overall atmosphere, increased functionality, personalization options and enhanced comfort," says Workman. "Concealing motion features allows for more adaptable designs, enabling customers to use the furniture in various settings without it appearing out of place."

The ability to fully customize each piece with a choice of 150 leathers and 200 fabrics further enhances the appeal of Bradington-Young's motion furniture. This level of customization empowers customers to create a look that seamlessly blends into their unique spaces. Bellini also introduced new designs at High Point Market in materials including Italian ultrasuede microfiber, a heavy microfiber out of Italy.

Traditionally, the customer base for motion furniture has been those aged 45 and above. American Leather recognizes that this demographic is expanding due to advancements in design and functionality.

"With advancements in design and functionality, motion furniture is becoming more attractive to a wider range of customers, including younger individuals and families," Workman says. "American Leather recognizes that the ability to have stylish and modern motion furniture, that seamlessly integrates with the overall decor of a room, is appealing to many." **FLD**