



MEDIA ANNOUNCEMENT – JULY 2010

AGAINST THE GRAIN IS ONE OF A KIND – AN EXCITING AND BEAUTIFUL NEW WEBSITE WHERE CUSTOMERS ARE INVITED ON AN INTERACTIVE JOURNEY TO DESIGN THEIR OWN FURNITURE.

FRAME + FINISH + FABRIC

BRING YOUR STYLE TO LIFE

Create bold and bespoke furniture in **3** simple steps

customised antique style furniture at www.againstthegrain.co.uk

www.againstthegrain.co.uk boasts an extensive range of beautifully hand-carved solid mahogany furniture which immaculately recreates the most popular antique styles.

Customers are inspired to unleash their creativity whilst being guided through a simple process to select their perfect furniture design, finish and fabric.

Born out of our passion for antique furniture and consumer demand for bespoke style this new and exciting direction for furniture brings the vision a customer has in their mind's eye to life, in just a few clicks.

The unique approach at Against the Grain aims to compliment the continued desirability of antique furniture design by seamlessly marrying old with new to give customers the scope to achieve contemporary or traditional results.

Against the Grain epitomises choice and style in providing a fun, innovative and accessible retail experience, matched with a personal and professional service throughout. We aim to achieve affordable and delightful furniture which will be loved for generations to come.

- Ends -

Against the Grain is an online company with offices based in Lancashire. For further information see www.againstthegrain.co.uk or contact Kiki Thompson. Email: kiki@againstthegrain.co.uk; Telephone: 01925 555 858; Mobile: 07799 037898.

NOTES TO EDITORS

Process

All our pieces begin as unfinished frames made from hand-carved solid mahogany. To provide vision and inspiration all furniture is featured finished online with high quality photography and zoom capability to highlight the carving and detail of each piece. A range of polish and paint finishes are available for a customer to select from or we can colour match if preferred. Customers can request paint, polish and fabric samples. To be able to process an order or save a selection customers are required to create an account and all details will be saved for future log-ins. Order details are processed by email direct to Against the Grain who will then make contact with the customer to confirm any finer details and organise payment. Against the Grain aims to provide an end to end service from order to delivery in which direct dialogue with the customer is regarded as an integral part of the process.

Collection

The Against the Grain Collection consists of armchairs, dining chairs, statement chairs, tables, stools, settees, chaises and chests of drawers with a view to including other types of furniture in the future. Customers are encouraged to contact Against the Grain if they have a particular type or style of furniture in mind that is not offered as part of the Collection and we will endeavour to source it. The range reproduces popular styles of furniture from the French, Georgian, Queen Anne, Regency and Victorian eras. In addition to the product lines gift vouchers are available which can be redeemed within twelve months.

The Brand

The Against the Grain brand represents quality, creativity and bespoke style. The logo combines a contemporary illustration of tree age rings with a quill style font communicating the marriage old with new through a modern approach to antique style. As age rings are unique to every tree so is all furniture designed at Against the Grain. The font brings antiquity to the brand reinforcing the message that antique style is at the heart of the business.
