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Koleksiyon To Debut Chicago Showroom at NeoCon in June

Turkish furniture manufacturer further grows its U.S. roots with a new space inside the historic Merchandise Mart

Chicago — April 2016 — Koleksiyon, a leading international furniture manufacturer is excited to announce the opening of a new showroom in Chicago. Having made its North American debut at NeoCon just last year, Koleksiyon looks to further establish a brand presence in the United States contract furniture market. Located in Chicago's iconic Merchandise Mart, the new 4,000-square-foot space will showcase the company's diverse product offerings.

Koleksiyon has over 40 years experience developing high-end furniture products suitable for the modern workplace as well as hospitality and residential settings. Since entering the U.S. market in 2015, the Istanbul-based brand is quickly catching the eye of the domestic contract furniture market, stunning architects and designers with solution-based products that cross design boundaries. The Chicago showroom comes on the heels of the grand opening of Koleksiyon's U.S. headquarters, which opened in Dallas just this past March.

Lead designers and company executives hope the new showroom will increase brand recognition, drive sales and further accelerate Koleksiyon's North American expansion. "Chicago is a leading architecture and design capital here in the U.S.," said Basar Bilgin, President of Koleksiyon USA. "After debuting our U.S. headquarters in Dallas, we quickly realized that in order to be truly present in the furniture market, we must also have a strong presence in Chicago."

Housed on the 11th floor of the Merchandise Mart, the showroom features a variety of Koleksiyon products and collections situated in a sophisticated and fluid manner. "We wanted to highlight the brand's focus on collaborative workspaces—replacing "me spaces" with "us spaces," says Koray Malhan, Brand and Design Director at Koleksiyon. "We wanted to design a space that suggests the idea that work spaces are similar to cities, where more and more spaces are communal."

The new showroom illustrates the different ways Koleksiyon is solving workplace issues with its unique and innovative desk systems, shelving units, storage pieces, and other offerings. The Chicago showroom will be Koleksiyon's third permanent U.S. location in addition to showrooms in New York City and Dallas.

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About Koleksiyon:

Founded by Architect Faruk Malhan in Ankara in 1972, Koleksiyon has been developing a rich array of merchandise ranging from furniture to glass and porcelain for over 40 years. Manufacturing its home and office furniture products at its 86 thousand square meter facilities in the city of Tekirdağ, Koleksiyon is actively operating in 25 different countries in the world, in cities ranging from London to Cairo. Designing high quality furniture that synthesises new thought, new standard, and new design, it aims to create products based on dreams and ideas rather than on industry. Thanks to its innovative concepts focusing on work culture, many companies in Turkey and around the world use Koleksiyon Furniture products. Koleksiyon also attracts attention for its new living space design. You can get more information on Koleksiyon on <http://www.koleksiyoninternational.com>