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Zuo Modern opens new Chicago showroom

In time for the ICFA Preview Show

By Casual Living Staff -- Casual Living, June 27, 2011

CHICAGO —

MMPI announced that Zuo Modern is opening a showroom on the 17th floor of the Design Center at The Merchandise Mart just in time for the ICFA July Preview Show, starting July 12.

Located in Suite 1762, Zuo Modern's showroom spans almost 1,800 square feet and will feature the brand's cutting-edge designs.

"Zuo Modern Inc. is very excited to open a showroom in Chicago's Merchandise Mart," said Jon Usvathongkul, vice president of marketing, Zuo Modern Inc. "Having a permanent showroom at The Merchandise Mart will make our line more visible to the industry during the Casual Market and to the day-to-day traffic in the building."

"Zuo Modern brings a fresh look to the Design Center with its sleek, worldly designs for the outdoors," said Whitney Gillespie, vice president of casual sales and leasing, MMPI.

"They are opening at the perfect time when the ICFA will be hosting its July Preview Show at The Merchandise Mart and also for the September International Casual Furniture & Accessories Market."

Due to increased consumer demand for casual furnishings and accessories, MMPI has been expanding the Design Center at The Merchandise Mart over the years. Zuo Modern is one of several additions for 2011.

For more information on The Design Center at The Merchandise Mart, visit merchandisemartdesigncenter.com.

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