

Zuo Modern Heads to Casual Furniture Market

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Located in Suite 1762, the Zuo Modern space has almost 1,800 square feet.

"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."

In 2011, Zuo created distinctive product lines with Zuo Modern Furniture, Zuo Outdoor, and Zuo Accents to give more breadth and depth to its product offerings.

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

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