

## Finally a Comfy Chair: Parnian Furniture to Open at Fashion Square!

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Extra Extra!

### Parnian to Open New Store Concept at Scottsdale Fashion Square

**Scottsdale, Arizona, August 30, 2011** – Parnian Furniture, a 34 year old Arizona based luxury retailer and furniture manufacturer, is opening a 9,000 s.f. retail store in the former Pottery Barn space at Scottsdale Fashion Square.

The space will have two store concepts. The Parnian Furniture store which has imported top brands of designer European furniture and accessories including the Parnian Collection designed and made in Phoenix, Arizona. The second store is called Phoenix Contemporary Furniture and is a new store concept that targets more moderately priced furniture and accessories for the current down economic climate.

"Over the last year we have seen a strong demand for furnishings from Canadians and investors who are buying well priced condominiums with the intent of living in them for a season or renting them out. We have see that these customers do want great quality and design but do not want to buy the level of designer furniture they have in their primary residence. We have done our research and will be selling products that fill this need. Great value, beautiful design, and the ability to furnish a typical condo in high style for under \$10,000.," says Ali Parnian, V.P. and buyer for Phoenix Contemporary Furniture.

Scottsdale Fashion Square is a great location and will offer excellent exposure to both the high end Parnian Furniture client and the seasonal snow-bird or investor looking to beautify their luxury condo.

The store will open on September 9, 2011 and will showcase a large array of accessories, furniture, rugs and lighting.

About Parnian Furniture – Parnian Furniture was started in 1977 by Abdolhay and Parvaneh Parnian and continues to be family owned and operated. Parnian specializes in high end modern and contemporary furniture. In addition to the over 100 product lines of furniture and accessories that are imported, Parnian

also has a custom design and production studio in Phoenix in which they design and create custom hand crafted furniture for the home and office using old world craftsmanship for the most discriminating of clientele.

Services include interior design, custom furniture design, kitchen design, office design and manufacturing, special ordering of furniture, rugs, accessories and lighting.

Parnian Furniture: [www.parnian.com](http://www.parnian.com)

Phoenix Contemporary Furniture: [www.phoenixcontemporaryfurniture.com](http://www.phoenixcontemporaryfurniture.com)

Parnian Collection: [www.parniancollection.com](http://www.parniancollection.com)