Furniture Supplier Reinvents Company

Debbi Somers, owner of the leading luxury outdoor furniture company, reinvents the company to keep all employees working and expand product lines during the COVID-19 pandemic.



Las Vegas, Jul 19, 2020 (Issuewire.com**)** - After more than 25 years of success supplying luxury outdoor furniture to the Las Vegas Strip's most famous nightclubs, pools, and restaurants, Debbi Somers, Founder and CEO of Somers Furniture has branched out of her comfort zone to embrace the world of online retail.

"Staying relevant is the secret to longevity," says Debbi. "It's important to embrace the new trends in business if you want to capture the attention of current shoppers." Her philosophy has enabled her to stay in business for over a quarter of a century, even during economic disasters such as 9/11, recession, and now the COVID pandemic. "We evaluate what our customers are focusing on, and then we do the same."

The strategy is working. Somers Furniture is poised to experience unprecedented growth with the launch of a new e-commerce website, internet and social media marketing campaigns, the inception of a national sales network, and a new brand to encompass it all.

Starting a new revenue line is just her way of capturing the momentum. A quick-ship semi-custom product line, the first in her company's history, ***Resort Style for the Backyard*** and ***Novelty Entertainment Furniture***, is currently available online. "We have always been focused on custom-made products. It's time to reach out into the world of online purchasing." Somers developed the new product lines in just two months, after COVID-19 shut down the retail industry. (Photos of the new

furniture lines are available for downloading here.)

In addition, because each custom, and now the new semi-custom, furniture piece is handcrafted in their 57,000 square-foot warehouse and manufacturing facility in Las Vegas, Nevada, Somers has been able to keep all of her full-time employees working and paid, without a single layoff, throughout the COVID-19 pandemic.

The "*Resort Style for the Backyard*" includes a variety of 24 al fresco pieces, including sofas, loveseats, swivel and rocking chairs, loungers, sectionals, daybeds, cocktail and accent tables, bars, and dining tables and chairs. Somers has taken these unique pieces and developed 12 popular dining and seating sets bringing Five-Star hotel poolside amenities to the home for less than purchasing individual pieces. All furniture ships free and arrives fully assembled in 2-4 weeks from the date the order is placed online.

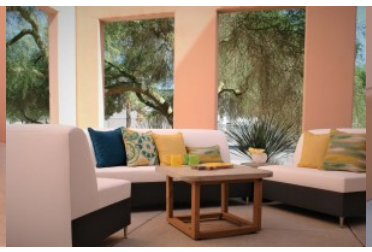
"Novelty Entertainment Furniture" started as the result of an order for Lip Sofas for the Happy Place amusement center in Mandalay Bay Las Vegas. That order became two more for their Pennsylvania shopping center to be used for selfies. When the pandemic closed many businesses, Somers decided her team needed a fun project. While watching the Las Vegas Raiders Allegiant Stadium being constructed down the street from their warehouse, they designed and built a luxury football-shaped sofa that can be customized with team colors for sale in the new semi-custom line.

However, the company is not forgetting its roots. "We're not getting any rental orders for events or convention projects," states Debbi. "We have completely overhauled our rental collections so when our town opens up again, we will have an exciting new updated product line."

ABOUT SOMERS FURNITURE

Located in Las Vegas, Somers Furniture is a woman-owned manufacturing company, the leader in both custom-built interior and luxury outdoor furniture design and manufacturing, featuring exquisite pieces lovingly handcrafted in the USA. With over 25 years of experience creating custom solutions for elite hospitality clients across the country, Somers uses only the highest quality materials to complement unique and creative designs, providing customers with the ultimate in indoor and outdoor design. www.SomersFurniture.com






Media Contact

Craig A Ruark LLC

Craig.Ruark@gmail.com

7024937974

1950 Towering Pines Street

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