

*Wilverley*

## PRESS RELEASE

### **SOFA, SO GOOD**

#### **Daytime sofa queen spots classic English sofa swing seat**

What have Oprah Winfrey's magazine, Chelsea show judges and Country Life all got in common? Well, they've all been impressed by the Wilverley Idler swing seat.

The classic English sofa swing seat is set to become a star stateside after being spotted by Oprah Winfrey's 'O at Home' magazine, and Wilverley are sending their upholstered swinging garden sofa across the pond to the US to be photographed for the summer issue.

George Marchant, 95, an upholsterer for 81 years, who helped design the Idler and oversees quality control says:

*"I worked in the London palaces and it's great to see real quality recognised."*

Also in the US this May, the Idler swing seat is due to make its debut at the Southern Californian Garden Show, being given pride of place in the Cameron Outdoor Designs Garden. Mindy Cameron of Cameron Outdoor Designs says:

*"The Idler is so quintessentially English which we Americans just adore. We have a tradition of outdoor hammocks and porch swings, and we think this swing seat will appeal to so many people here."*

Wilverley's stand was commended at last years Chelsea Flower Show, and the Idler also stars in the new Sky TV campaign for their 'Picnic' package due out in late Spring.

#### NOTES TO EDITORS:

- The Idler is a fully upholstered swinging garden sofa recreated from a 1930s design, with uniquely in the gardening world, pocket sprung cushions. Many of these swing seats are still in use today, such was their appeal and longevity.
- Wilverley return to the Chelsea Flower Show this year to Pavilion Way Stand 9 (PW9).
- The Idler retails at £1695 but at Chelsea Wilverley will have a show offer of £1595.
- High resolution images are available at <http://www.wilverley.com/press.html>



Winston Churchill on the Pink Terrace at Chartwell, England c1951



The Wilverley Idler - 2008

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