

newsworthy trends

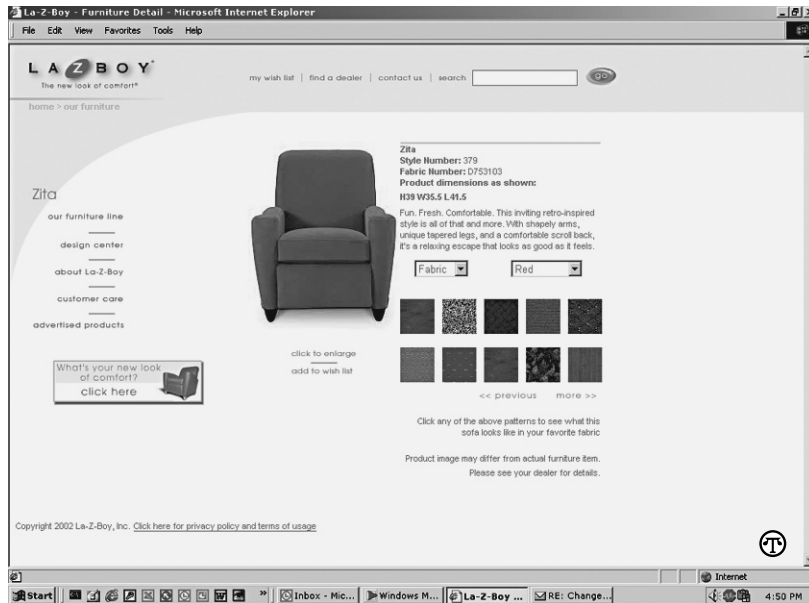
Let Your Mouse Do The Shopping

(NAPSA)—From the Segway scooter to the new self check-in computer displays at the airport, technology is making everything easier. Even furniture shopping requires less time and energy thanks to interactive Web sites that put information and inspiration at your fingertips.

In today's hectic world, very few people have time to search out the perfect designs for their homes—yet some “home” work still needs to be done. Furniture manufacturers have made the homework process easier and more convenient with Web sites that can help you quickly click through the latest styles, fabrics and colors available in a matter of minutes.

“The Internet is a great resource for anyone seeking information or inspiration when shopping for furniture,” said Stephanie DiMarzio, product manager of major upholstery for La-Z-Boy. “Consumers can find lots of decorating tips and ideas, and even view furniture in different fabrics so that they have a solid idea of what they want before ever entering a store.”

Her company recently renovated its Web site (www.lazboy.com), which now not only offers a full design center with decorating tips from design experts, but also features photo-realistic images of every furniture style the company makes. The site allows visitors to mix and match fabrics and frames and even e-mail their custom creations to friends and family.



For those who have a hard time visualizing how new furnishings will look in their homes, lazboy.com also offers two-dimensional room-planning technology that lets visitors create and view their own room layouts on the computer screen.

To make each shopper's experience unique, lazboy.com offers site customization based on consumer preferences. The site will remember selected styles from previous visits, making the information displayed relevant to each individual visitor.

“Our goal is to provide consumers with the tools and information they need to make confident purchasing decisions,” said Doug

Collier, vice president of marketing for La-Z-Boy. “Lazboy.com presents this information in a personalized way, allowing consumers to do much of their shopping from the convenience and comfort of their own homes.”

Surfing the Web is a quick and affordable way to get professional advice on the latest styles and trends in home furnishings. Additionally, you can save yourself the time and hassle of endless trips to furniture stores. That alone makes a little homework worthwhile.

For more information about decorating and home furnishings, visit the La-Z-Boy Web site at www.lazboy.com or call 1-800 MAKE A HOME.