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Preview

## The spotlight's on Singapore

In recent years, design has grown to become an integral part of the furniture and furnishings industry. Standing at the forefront of the industry, the International Furniture Fair Singapore (IFFS) acts as a compass to guide the industry towards greater growth and development.

From 9-12th March 2017, IFFS will return once again to Singapore Expo. In a bid to promote trade and growth for the industry, IFFS will continue to celebrate design, invoke inspiration, and facilitate business discussions at its next edition.

Attendees can expect to see collections presented by a comprehensive portfolio of first-rate exhibitors from all over the world, and to be exposed to more design-centric elements across the show floor.

Through various showcases, thematic installations, and more, IFFS' design-rich environment will inspire greater ideas and encourage more collaborations.

In addition, discover up-and-coming designers and new brands hailing from Singapore and beyond, alongside returning exhibitors and old favourites.

New for 2017, the Brand Franchise Pavilion is devoted to furniture and furnishing franchisers, and caters specially to brands that are exploring international franchise expansion. Yet another new feature area is the Upholstery Pavilion that houses a curated line-up of exhibitors with upholstery offerings. Participating companies include Alexander & James, Asiades, Bellagio Asia, Hugo by Yew Hoong, and NS Furniture.

Returning for the second time, The Outdoor

Boulevard is a dedicated area for exhibitors with garden and/or outdoor offerings. Here, visitors get to experience the outdoors in an indoor setting. The Design Stars showcase is also slated to make a comeback next year, featuring product debuts by design talents from around the world.

Anchoring IFFS 2017 are The Frontiers, a select group of exhibitors at the forefront of the design scene, known for their striking designs. These notable companies will display their innovative pieces, unique ideas and strong brand stories in impressive booths decked out with their latest collections. Expect to see the likes of reputable brands such as d-Rodhi, Maiori Design, Pure Home Collections, Resource Decor, The Rug Republic by Shanda, and Woven+.

Last but not least, Nook Asia, which was unveiled earlier this year, will be making its official debut at IFFS 2017. Nook describes a space that homeowners hold close to heart, and one that is often decorated with crafted objects to satisfy an owner's needs. Presenting the latest in the interiors scene, Nook Asia will focus on artisanal crafts from around the world, and visitors can expect to see more interior and lifestyle products in the upcoming edition. [W.gf.com.sg](http://W.gf.com.sg)

Bellagio Asia

