

BoConcept® New York Announces Opening of Third Manhattan Store

BoConcept® New York, the purveyor of Danish home furnishing, proudly announces the November 1st opening of their SoHo store. Owners, Niki and Shaokao Cheng, are extremely excited to open their fifth New York area store in the heart of SoHo. The Greene Street store is located between Spring and Broome Streets.

(PRWEB) October 15, 2006 -- BoConcept® New York, the purveyor of Danish Home furnishing, proudly announces the November opening of their SoHo store. Owners, Niki and Shaokao Cheng, are extremely excited to open their fifth New York area store in the heart of SoHo. "We've *always* wanted to be in the neighborhood where fashion, art and design intersect. It's an amazing neighborhood overflowing with creativity. This is the ideal environment for customers be inspired to create the home living environment of their dreams", says Niki.

Shoppers visiting the impressive bi-level store can expect to find home furnishing at an affordable price. "We brought BoConcept® to New York because we believe this is furniture for New Yorkers. It embraces our need for space, individuality, and great prices," says Shaokao. "Its design is chic, modern, and versatile. The furniture works like Lego. Sofas can be combined with different seats, covers, and legs; shelving units can be combined freely; chairs, tables and beds can be assembled in countless ways. They are all available in a range of beautiful finishes, styles and materials. Customers can create a customized high-end look and feel to their home at a price they will love," adds Niki Cheng.

The BoConcept® Furnish Virtual Design Center holds a special appeal to those who want to make the most out of their home. This computer program empowers shoppers to effortlessly design their own home. Furnish® enables shoppers to view and print both a three-dimensional as well as eagle-eye view of their living space. With Furnish® there is no more guess work. Shoppers will know how the furniture will look in their space before they buy it. This program can also be downloaded from www.boconcept.com.

The BoConcept® SoHo store is located at 69 Greene Street between Spring and Broome Streets.

Company Background

BoConcept® SoHo will be the fifth franchise of owners Niki and Shaokao Cheng. Their first store, BoConcept® Madison, opened in July 2003. Since then, they have opened BoConcept® Chelsea, BoConcept® Carle Place, and BoConcept® Paramus. BoConcept® DUMBO is scheduled for opening later this year. BoConcept® Furniture has appeared on shows such as NBC's *The Apprentice* and Bravo's *Queer Eye for the Straight Guy* and *Kathy Griffin: My Life on the D-List*. BoConcept® New York has supported charitable organizations such as Design Industries Foundation Fighting Aids, the International Academy of Television Arts and Sciences, VH1 Save the Music, Ali Forney Center, Rainforest Forest Foundation – US, Ovarian Cancer Research Fund, and the Asia Society.

Global operations for franchisor, BoConcept®, are headquartered in Denmark.

There are currently over 160 locations worldwide, in countries including United States, China, Germany, Spain, France, Venezuela, Ireland, Kuwait, and Japan.

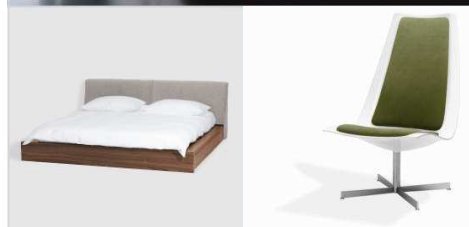
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BoConcept® New York

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At BoConcept® you will find an ocean of possibilities and inspiration for your home. We are fond of the word value – we don't believe you should have to compromise your style or your budget. That's why we specialize in the latest looks at affordable prices.

The BoConcept® collection is assembled with a focus on function, flexibility and comfort. Furniture that feels right at home – in your home.

*We like to call it **my home – my way.***