

## **EQ3's King Street East location Opens State-of-the-Art Palliser Studio in Toronto, ON.**

**TORONTO, CANADA** – Home furniture retailer EQ3 has added a 3,600 square foot Palliser Studio to their 6,863 square foot space. This collaboration comes after a Palliser Studio was added to the sister company's flagship store in Winnipeg, a joint venture complimented by their shared commitment to craft and insistence on longevity.

The studio (store-in-store) concept offers a large footprint within EQ3's retail space dedicated to Palliser collections. Known for personalized premium upholstery, Palliser Studios include a curated product offering with limitless configuration options, cover choices, leg finishes, and accessories.

Exclusive to Palliser Studio, the space is equipped with a Design Center to help customers configure their ideal sectional, sofa, bed or chair and visualize all options, accessories and cover choices using large scale fabric and leather swatches and the Palliser Interactive Designer™ (I.D.) – a one-of-a-kind touch screen incorporating 3D modelling technology, live pricing, and endless product details, helping to create an enhanced shopping experience for both the sales associate and customer. Consumers can add products to their virtual cart and email themselves a summary of their custom creations.

This Fall, EQ3 showrooms across Canada will be adding a curated selection of Palliser's accent chairs and recliners to their product library, furthering the reach and collaborative spirit between the two brands. "Purchasing furniture can be daunting for some consumers", says Peter Tielmann, Palliser CEO. "Giving the right amount of choice while enhancing the buying process is a key differentiator for Palliser."

First opened in 2005, EQ3's Toronto showroom is located on the iconic King Street in the city's Design District. Already established as a destination for residential and commercial interiors within the GTA and beyond, the King Street showroom is proud to be expanding their reach, extending their product offering, and enhancing the overall shopping experience to new and returning customers alike. Join EQ3 on Wednesday, October 16th from 6-9 pm as they celebrate the expanded EQ3 King Street showroom and the official launch of Palliser Studio.

Images of the Palliser Studio within the EQ3 King Street location can be found [here](#).

For sales inquiries, contact:

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*EQ3 is a furniture and home goods designer, manufacturer, and retailer with a uniquely Canadian approach that considers not just the design of a product, but the process, too. Established in 2001, EQ3 set out to create designs for this generation and the next, a mission of longevity that hopes to break the cycle of disposable design and make quality more accessible. With their product design, R&D, and upholstery manufacturing all located at their Canadian HQ in Winnipeg, Canada, they're able to offer their designs at an honest price while remaining insistent on quality. With an emphasis on customization, collaboration, and community, EQ3 is honoured to be*

*invited into your homes to become a permanent fixture in the story of your lives. Visit one of their showrooms across Canada and the US or shop online at [eq3.com](http://eq3.com).*