



## **For Immediate Release**

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## **Green Hides Leather Studio Debuts Redesigned Trade Show Booth**

Allowing clients to experience the first phase of their brand evolution

**Greensboro, NC (April 2012)** – Green Hides Leather Studio will be adding to the energy and excitement the HD Expo offers by introducing clients to the first phase of their Brand development. They will debut a sophisticated and contemporary space - highlighting their unique contribution to the leather community.

Their new booth has been designed to focus full attention on the leather. The architectural envelope is clean and minimal, providing the perfect backdrop to present luxurious hospitality leathers. Staying true to their name and company philosophy, Green Hides adorned the space with reclaimed furniture, acting on their mission of living in harmony with the environment. The centerpiece of the booth will be a ten foot long studio table that fosters an effortless interaction with the leather.

The trade show booth redesign is the first phase of a much larger Brand evolution for Green Hides Leather Studio. The second and third phases will be rolled out over the next 18 months and will involve a complete renovation to their Chicago Flagship Showroom and the introduction of an interactive and resource rich website.

### **About Green Hides:**

Founded in 2003, Green Hides Leather Studio offers a complete selection of high-quality, environmentally-conscious Italian leathers for contract environments. President of Green Hides, Simone Lagnerini, has worked for nearly two decades in the Italian leather industry and has helped his company create the philosophy that leather can and should be produced in harmony with the environment. By working in direct collaboration with an Italian tannery and proprietor, they are able to ensure the environmental quality of products as well as eliminate many of the obstacles faced by other companies. Over 400 leathers are stocked in Greensboro, NC and are available for immediate delivery, including 28 colors of EcoLife, the leading chromium-free leather. In addition to offering an expansive range of fashionable and practical contract leathers, Green Hides also offers a wide selection of hospitality, aviation, and high-end residential leathers.

Green Hides is committed to improving the selection of eco-friendly interior design products, as well as growing business in an environmentally-minded manner. Please visit [greenhides.com](http://greenhides.com) for more information.

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