

CHITA Wraps Seattle Art Fair 2026 With Strong Response to Modern Comfort Lounge Experience

CHITA's lounge drew more than 10,000 visitors.

SEATTLE, WA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [CHITA](#), a modern furniture brand known for its stylish, functional pieces designed for everyday living, successfully concluded its time at the [2026 Seattle Art Fair](#), where its lounge space became a popular destination for fair attendees to sit, rest, and experience the brand's modern comfort firsthand.



As an official sponsor of the Seattle Art Fair, CHITA created a dedicated lounge environment that introduced attendees to the brand's minimalist design and residential-inspired approach to furniture in a real-world setting. CHITA welcomed more than 10,000 visitors to its lounge throughout the event, where they experienced two of the brand's featured products: the Ohana Modular Motion Sofa (<https://bit.ly/3QxpSGX>) and the Vinca Power Swivel Recliner (<https://bit.ly/4stmpWD>).

For CHITA, the Seattle Art Fair offered the opportunity to connect with its US customer base. As a brand that is primarily online without a physical retail store in the United States, CHITA used the event to invite attendees to sit, relax, and experience the feel and look of their furniture for themselves. CHITA also took the opportunity to gather real-time feedback on comfort, design, functionality, and everyday usability.

"Seattle Art Fair gave us a meaningful opportunity to bring CHITA closer to consumers in a real, physical setting," said Steve Luen, CEO of CHITA. "As an online-first furniture brand, we believe experiences like this are essential for building brand awareness, listening to genuine customer feedback, and helping more people understand what modern comfort feels like. This event reinforced how important it is for CHITA to continue participating in high-quality cultural and lifestyle events across the US."

In addition to the popularity of CHITA's lounge area, the CHITA tote bag also emerged as a favorite takeaway of event attendees. Designed with a commentary-inspired concept and produced as a sustainability-minded reusable item, the tote received strong positive feedback for its design and practicality.

Seeking to create a valuable offline experience for the US market, CHITA's presence at the Seattle Art Fair underscored the brand's commitment to modern comfort and a deeper connection to a design-minded audience.

To learn more about CHITA and its modern furniture collections, visit chitaliving.com.

About CHITA

CHITA is a modern furniture brand with more than two decades of design and manufacturing expertise, committed to redefining comfort through stylish, functional pieces. Known for its high-quality sofas, recliners, and dining chairs, CHITA blends durability, timeless design, and eco-conscious materials to elevate modern living. Every in-house creation is rooted in precision and innovation, crafted to balance form and function with enduring quality and refined aesthetics. At CHITA, comfort, style, and sustainability are the standard for modern living.

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