Urban Underpriced Expands Bedroom Furniture and Mattress Selection for Indianapolis Shoppers

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INDIANAPOLIS, IN - May 26, 2026 -
Urban Styles South, the Indianapolis-based family furniture retailer, showcases its patio and outdoor furniture selection as homeowners prepare for the summer hosting season. The furniture store highlights its outdoor collection alongside expanded inventory across all home furnishing categories, responding to seasonal demand for outdoor living spaces.

The retailer's outdoor furniture collection features weather-resistant pieces designed for Indiana's climate conditions, including dining sets, seating arrangements, and accent pieces suitable for patios, decks, and garden areas. The showcase coincides with the peak shopping period for outdoor furnishings as residents prepare their homes for summer gatherings and outdoor activities.

"Summer represents our busiest season for patio and outdoor furniture as Indianapolis residents transform their outdoor spaces," said Fred Isaac, Owner at Urban Styles South. "This year's collection includes both modern and farmhouse styles that complement indoor living spaces while providing durability for year-round outdoor use."

The outdoor furniture showcase represents part of Urban Styles South's broader inventory expansion across multiple home categories. The store stocks furniture for living rooms, bedrooms, dining rooms, and home offices, offering modern and farmhouse designs at various price points. The retailer provides financing options for furniture purchases across all departments.

Urban Styles South's living room inventory includes bookcases, benches, cabinets, closets and armoires, chairs and recliners, and loveseats. The bedroom and dining room departments feature coordinating pieces in contemporary and rustic styles. The store also maintains a mattress department, providing furniture solutions for indoor and outdoor living spaces.

The furniture showcase follows Urban Styles South's recognition as the 2025 Partner of the Year for Sustained Excellence by the Nationwide Marketing Group. The award acknowledges the retailer's performance metrics and customer service standards during the previous year. This industry recognition reflects the store's position within the furniture retail sector and its relationship with the national buying group that provides access to manufacturers and distribution networks.

Indianapolis continues to experience residential growth, with new construction and home renovations driving demand for furniture across all categories. The summer season traditionally marks increased activity in outdoor furniture sales as homeowners invest in exterior living spaces. Market data indicates that outdoor furniture purchases typically peak between May and July, coinciding with warmer weather and increased outdoor entertainment activities.

The current furniture showcase aligns with broader retail trends showing increased consumer investment in home furnishings. Industry reports indicate that outdoor living spaces have become extensions of interior homes, with consumers seeking coordinated designs that transition between indoor and outdoor environments. Urban Styles South's inventory reflects these preferences, offering pieces that complement both spaces.

Urban Styles South operates from its showroom at 4650 E. Southport Road, Suite C in Indianapolis. The family-owned business, established in 1993, sources furniture through its Nationwide Marketing Group membership, which provides access to manufacturers and distribution networks. The store serves the Indianapolis metropolitan area with furniture for residential spaces, maintaining inventory based on seasonal trends and customer purchasing patterns. The retailer's three-decade presence in the Indianapolis market has established its role as a furniture source for area residents seeking modern and farmhouse style pieces.

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Urban Underpriced

Serving Indianapolis since 1993, Urban Underpriced is a family-owned furniture and mattress store. We offer over one million items from top brands like Ashley, blending luxury quality with discount prices. Enjoy flexible financing and exceptional value.

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