Urban Styles Furniture Introduces PlayProof Performance Fabric Collection for Pet-Friendly Indianapolis Homes

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INDIANAPOLIS, IN - July 01, 2026 -
Urban Styles Furniture, a leading furniture store indianapolis residents have relied on for quality home furnishings, announces the introduction of Jackson Furniture's PlayProof Performance Fabric collection to its showrooms in Indianapolis, Fishers, and Carmel. The new fabric line addresses the growing demand for durable, pet-friendly furniture options as more than 70 percent of American households now include pets.

The PlayProof collection represents a significant addition to Urban Styles' extensive inventory of over one million furniture items. The performance fabric combines durability, comfort, and style specifically engineered to withstand the demands of homes with children, pets, and active lifestyles. The introduction comes as furniture retailers nationwide recognize the need for practical solutions that maintain aesthetic appeal while offering enhanced protection against everyday wear.

"The introduction of PlayProof Performance Fabric reflects our commitment to meeting the evolving needs of Indianapolis families," said Fred Isaac of Urban Styles Furniture. "We understand that our customers want beautiful furniture that can handle real life, whether that means muddy paws, spilled drinks, or everyday

family activities. This collection delivers on all fronts without compromising on style or comfort."

Urban Styles will feature the PlayProof collection across multiple furniture categories in its showrooms, including sofas, sectionals, loveseats, and chairs. The fabric technology offers enhanced resistance to stains, moisture, and wear while maintaining a soft, comfortable texture that customers expect from premium furniture. Each piece in the collection undergoes rigorous testing to ensure it meets durability standards for high-traffic household use.

The timing of this introduction coincides with Jackson Furniture's broader initiative to support furniture retailers with comprehensive marketing resources and product education materials. Urban Styles staff members are receiving specialized training on the PlayProof collection's features and benefits to better assist customers in selecting appropriate furniture solutions for their homes.

The pet-friendly furniture market continues to expand as consumer priorities shift toward practical, long-lasting home furnishings. Industry data indicates that pet owners spend considerably more on home furnishings designed to accommodate their animals' needs while maintaining their home's appearance. The PlayProof collection positions Urban Styles to serve this growing market segment effectively.

Urban Styles Furniture operates three locations across the Indianapolis metropolitan area, offering comprehensive furniture solutions for living rooms, bedrooms, dining rooms, offices, and outdoor spaces. The company maintains one of the region's largest furniture inventories and provides specialized assistance services, including personal shopping support for customers with disabilities. The retailer carries numerous nationally recognized brands and offers various financing options to accommodate different budget requirements.

The PlayProof Performance Fabric collection is now available for viewing and purchase at all Urban Styles Furniture locations. Customers can explore the full range of available styles, colors, and configurations with the assistance of trained furniture specialists who can provide detailed information about the collection's performance characteristics and maintenance requirements.

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Urban Styles Furniture - Indianapolis, IN

Founded in 1993, Urban Styles is Indianapolis?s destination for luxury home furnishings. We feature over one million style-forward items to transform your living spaces. Visit our Castleton or Southport showrooms to discover your perfect modern look.

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