

High-resolution images of the items featured in this release can be found on the enclosed CD.

## Celebrate Color with the Tobi Fairley for CR Laine Collection



Tobi Fairley is an award-winning and internationally known interior designer who is known for her work with color and pattern. Her work has appeared in top home magazines from *House Beautiful* to *Traditional Home* to *Southern Living*, and her projects feature classic and tailored furniture, injected with fashion and modern glamour. Tobi also runs a successful consulting company, working to improve business for other designers and creatives. She is one of the most “followed” designers in the industry with a huge Tobi Tribe on social media, and with a popular blog that is read in more than 124 countries. Find her at [tobifairley.com](http://tobifairley.com).

### Inspiration for the collection:

Tobi Fairley has spent 15 years in the homes of consumers – she knows how they live and what they want. Her inspiration comes from the home – her clients’ homes and her own. Home and family are at the heart of Tobi’s world and her brand, and she believes that a well-designed home will foster personal growth and connection. That sense of family and of home inspired the names for Tobi’s pieces – like the *Elle* chair named for her daughter Ellison, the *Beverly* bench

named for Tobi’s inspirational mother, the *Helen* slipper chair named for her beloved aunt, and even the *Izzy* chair named for Tobi’s sweet little dog. Even Tobi’s childhood hometown is represented in the day-bed named for *Sheridan*, Arkansas.

But when you combine a designer known for her work with color with a company that has built a reputation on the same idea, you will definitely have a celebration of color, the theme of this market’s launch. There are 3 prominent color themes in the showroom: ***City Sophisticate***, ***Blushing Beauty***, and ***Drama Queen***. “These colors were inspired by recent fashion runway shows. The colors themselves, like navy, orange, and blush, and classics, but I combined them in new and fresh ways.”

Pattern mixes are key looks for Tobi Fairley and CR Laine, so this collection has plenty of punch, from starburst nailhead trims, to hexagons on fabric, to Tobi’s signature Greek key pattern carved onto chairs and ottomans.



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## CR Laine—Spring 2015 Trend Report

### CITY SOPHISTICATE

Chic and sophisticated are this group's calling cards, with classic colors like navy paired with white. Instead of following trends, this one follows its own pace with timeless looks and fresh colors like mint and lavender paired with hints of brass. Strong attention is given to details like stylish touches of starburst nail patterns and button-tufted seat cushions, giving this collection a chic and sleek appeal.



**L810-05 Elle Leather Chair**  
Jadeite green leather with brass arms and upholstered back legs



**80-07 Tobin Upholstered End Table with 20 Masquerade Cube Ottoman**  
Brass nails in starburst pattern



**8071-09L Hampton One Arm Chaise**  
Platinum grey snake print pairs nicely with Lucite legs that are finished with a band of chrome



**820-59 Stella Upholstered Screen**  
Mint green velvet with brass nails in starburst pattern



**895-05 Wells Wing Chair**  
A maze design embroidered in porcelain adds a sophisticated touch



**6067 Macchiato Ottoman**  
Plush lavender faux bois



**8100 Series Taylor Sectional**  
Button-tufted seat cushions

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## CR Laine—Spring 2015 Trend Report

### CITY SOPHISTICATE

#### CUT LINES

##### **L810-05 Elle Leather Brass Arm Chair**

Dimensions: 30W x 36D x 34H in.

Featured Leather: Bassano Jadeite

Small Brass Nail Trim on back

Suggested Retail (as shown): \$3,015

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **6067 Macchiato Ottoman**

Dimensions: 48W x 32D x 18.5H in.

Featured Fabric: Woodland Lavender

Featured Finish: Walnut

Suggested Retail (as shown): \$1,515

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **8071-09L Hampton One Arm Chaise**

Dimensions: 48.5W x 66.5D x 39H in.

Featured Fabric: Hissy Fit Platinum

Shown with optional acrylic legs

Suggested Retail (as shown): \$3,895

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **895-05 Wells Wing Chair**

Dimensions: 33.5W x 36.5D x 46.5H in.

Featured Fabric: Banks Jadeite

Featured Finish: Graphite

Shown with optional NonoMaze Porcelain on inside Back

Suggested Retail (as shown): \$2,565

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **820-59 Stella Upholstered Screen**

Dimensions: 71W x 1.5D x 78H in.

Featured Fabric: Banks Jadeite

Brass nails shown in optional Starburst pattern

Suggested Retail (as shown): \$2,215

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **8100 Series Taylor Sectional with buttons**

Dimensions: 108W x 39D x 34.5H in.

Featured Fabric: Cici Blue

Featured Finish: Graphite

Suggested Retail (as shown): \$6,650

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### **80-07 Tobin Upholstered End Table**

##### **shown with 20 Masquerade Cube Ottoman**

Table Dimensions: 27.5W x 27.5D x 25.5H in.

Ott. Dimensions: 20W x 20D x 20.5H in.

Table Featured Fabric: Hunters Tweed Gray

Ottoman Featured Fabric: Alchemy Bronze

Brass nails shown in optional Starburst pattern

Table Suggested Retail (as shown): \$945

Ottoman Suggested Retail (as shown): \$480

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



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## CR Laine—Spring 2015 Trend Report

### BLUSHING BEAUTY

“Pale, barely-there pinks and soft pastels emerge as the new opulence — romantic, minimal, luminous”, proclaim Benjamin Moore color experts. Make no mistake, this collection is no shrinking violet, but takes a slightly quieter path. Fashion-forward and ahead of the trend curve, with palest pinks and blush mixed with zesty chartreuse, while celebrating the calming power of neutrals.



**9000-00B Julianne Sofa**  
*Sheraton style sofa in blush damask*



**805-05 Helen Slipper Chair**  
*Greek key carvings add subtle elegance*



**81-07 Lena Ottoman**  
*Green key carved legs*



**BQ400 Lucy Queen Bed**  
*Scalloped headboard*



**L8080-57 Beverly Leather Bench**  
*Soft blush leather*



**82-07 Tobin Upholstered End Table**  
*Chartreuse animal print*



**8001-50B Sheridan Daybed**  
*Soft pastel blue finished with Lucite legs*



**800-56 Izzy Side Chair**  
*Pastel blue paired with soft lavender*

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## CR Laine—Spring 2015 Trend Report

### BLUSHING BEAUTY CUT LINES and RESOURCES

#### **9000-00B Julianne Sofa**

Dimensions: 84W x 35.5D x 34.5H in.

Featured Fabric: Tutu Much Blush

Featured Finish: Graphite

Suggested Retail (as shown): \$3,425

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **805-05 Helen Slipper Chair**

Dimensions: 25W x 27.5D x 33H in.

Featured Fabric: Bees Knees Peridot

Featured Ben Moore Finish: Stingray (BM1529)

Shown with optional Nail Tape Peridot as welt

Suggested Retail (as shown): \$2,000

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **81-07 Lena Ottoman**

Dimensions: 30.5W x 18.5D x 22.5H in.

Featured Fabric: Snazzy Citron

Featured Finish: Java

Suggested Retail (as shown): \$1,395

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **BQ400 Lucy Queen Bed**

Dimensions: 64.5W x 87D x 64H in.

Featured Fabric: Gabrielle Blush

Suggested Retail (as shown): \$2,775

(Linens were provided by Eastern Accents  
and are not included in retail price.)

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **L8080-57 Beverly Leather Bench**

Dimensions: 73W x 22.5D x 25.5H in.

Featured Leather: Winchester Blush

Featured Finish: Java

Suggested Retail (as shown): \$3,425

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **82-07 Tobin Upholstered End Table (without nails)**

Dimensions: 27.5W x 27.5D x 25.5H in.

Featured Fabric: Pounce Chartreuse

Suggested Retail (as shown): \$1,145

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **8001-50B Sheridan Daybed**

Dimensions: 82.5W x 42.5D x 41.5H in.

Featured Fabric: Moire Sky

Shown with optional Acrylic leg

Suggested Retail (as shown): \$3,925

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **800-56 Izzy Dining/Side Chair**

Dimensions: 22W x 27D x 39.5H in.

Featured Fabric: Checker Sky

Contrast Outside back, border, and welt in Fabric:

Buttoned Up Lavender

Suggested Retail (as shown): \$1,395

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

Benjamin Moore Quote Source: <http://media.benjaminmoore.com/WebServices/prod/colortrends2015/index.html>

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## CR Laine—Spring 2015 Trend Report

### DRAMA QUEEN

A love for color that pumps up the volume! Bright, bold pieces that make a statement with inventive color combos like orange and magenta, and the result puts the “POW” in powerful. The Marquerite armless sofa is finished with an acrylic leg and starburst nail pattern for a touch of dramatic flair, while classic Greek key elements are transformed to add interest to the back of the Alexander chair in magenta. "The Greek key design is a timeless motif, and one of my signature looks." - Tobi Fairley



*8301-02BN Marquerite Armless Sofa  
with Starburst nail pattern*



*14 Gretchen Ottoman*



*850-56 Alexander Dining Side Chair*



*895-05 Wells Chair*

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CR Laine—Spring 2015 Trend Report

**DRAMA QUEEN**

**CUT LINES**

**8301-02BN Marquerite Armless Sofa**

Dimensions: 72W x 32.5D x 39H in.

Featured Fabric: Sheer Genius Tangerine (wool)

Shown with optional Acrylic leg

Brass nails shown in optional Starburst pattern

Suggested Retail (as shown): \$3,395

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**850-56 Alexander Dining/Side Chair**

Dimensions: 22W x 25.5D x 38.5H in.

Featured Fabric: Buttoned Up Magenta

Featured Ben Moore Finish: Senora Gray (BM1530)

Suggested Retail (as shown): \$1,295

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**14 Gretchen Ottoman**

Dimensions: 41W x 41D x 18H in.

Featured Fabric: Woodland Magenta

Featured Finish: Graphite

Suggested Retail (as shown): \$1,550

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

**895-05 Wells Wing Chair**

Dimensions: 33.5W x 36.5D x 46.5H in.

Featured Fabric: Socratease Tangerine

Featured Ben Moore Finish: Sandy Hook Gray (HC-108)

Suggested Retail (as shown): \$2,395

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



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## CR Laine—Spring 2015 Trend Report

### GLAMOUR GURU

CR Laine doesn't shy away from bold color in their Spring 2015 collection. Bold, rich and high-volume jewel tones like deep raspberry, sapphire blue, and emerald green will be a heavy hitter in home fashion. Styles with strong architectural features like the Garrison pack a punch when covered in thick, decadent textured solids and accented with brass nailhead trim. Sophisticated and adventurous, the petite curves of the Mia chair are covered in Alessandra Branca's punchy cotton chintz, pattern Elizabeth Raspberry.



6115 Mia Chair



CD8801E-2 Custom Design Sofa



9488 Vixen Metal-base Ottoman



L5535 Gotham Leather Chair



2226 Latimer Chair



2290 Garrison Sofa



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## CR Laine—Spring 2015 Trend Report

### GLAMOUR GURU CUT LINES and RESOURCES

#### 6115 Mia Chair

Dimensions: 30.5W x 30D x 40H in.  
 Featured Fabric: Elizabeth Raspberry  
 Featured Finish: Fruitwood  
 Suggested Retail (as shown): \$2,360  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### 2226 Latimer Chair

Dimensions: 29W x 39D x 35H in.  
 Featured Fabric: Lavish Peacock  
 Featured Finish: Fruitwood  
 Suggested Retail (as shown): \$2,225  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### 9488 Vixen Metal-base Ottoman

Dimensions: 49W x 49D x 19.5H in.  
 Featured Fabric: Posh Ink  
 Featured Metal Finish: Brass  
 Suggested Retail (as shown): \$1,315  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### CD8801E-2 Custom Design English Arm Sofa

Dimensions: 86W x 39D x 37H in.  
 Featured Fabric: Lavish Sapphire  
 Featured Finish: Java  
 Suggested Retail (as shown): \$4,365  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### L5535 Gotham Leather Chair

Dimensions: 27.5W x 35D x 34H in.  
 Featured Leather: Absolute Raspberry  
 Featured Finish: Fruitwood  
 Shown with optional Nail Cuff Trim in Small Brass  
 Suggested Retail (as shown): \$2,975  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### 2290 Garrison Sofa

Dimensions: 79W x 40.5D x 41H in.  
 Featured Fabric: Lavish Emerald  
 Nail Trim: Small Antique  
 Suggested Retail (as shown): \$4,635  
 Retail Locations: [www.crlaine.com](http://www.crlaine.com)



Inspired by Post Gazette New York Fashion Week Review

Source: <http://www.post-gazette.com/life/fashion/2015/02/24/Best-of-New-York-Fashion-Week-fall-2015-trends/stories/201502240018>

## CR Laine Furniture—Company Background

**History:** Established in 1958, CR Laine Furniture had humble beginnings. With three part-time employees and their founder/owner, C.E. Roseman, Sr., they produced small numbers of goose neck rockers. Since that time, CR Laine has grown into a full service upholstered furniture manufacturer producing the best in customized, bench-crafted upholstery. They utilize new processes and equipment, but will always hold true to world-friendly, time-tested premium construction features such as:

- Frames made from sustainably harvested hardwoods
- Water-based wood adhesive with no VOC (volatile organic compounds) emissions
- Eight-way hand-tied coil springs made from approximately 50% recycled metal
- Seat deck and trim pad made from 80% regenerated fibers
- Foam padding and foam seat cushion core made from at least 10% natural soy-based

**Location:** Manufacturing facilities and corporate offices are located in the foothills of North Carolina's Appalachian Mountains, in the city of Hickory. CR Laine's High Point showroom is located at 310 N Hamilton Court on the second floor in space 204.

**Leadership:** CR Laine has a proud history as a successful family owned and operated upholstery manufacturer. C.E. "Sonny" Roseman, Jr. is CEO and third generation family member, Warren Frye, is President.

**Mission Statement:** We create inspiring upholstered furniture through innovative STYLE. COMFORT. and COLOR.

**Environmental Statement:** CR Laine is committed to preserving the resources of our world for future generations. It is our goal to minimize the environmental impacts of our company through the continual improvement of waste reduction and use of sustainable practices.

**Recycling:** Throughout the organization, we recycle paper, plastic, aluminum, and cardboard. We encourage non-printed e-mail communication and conserve energy by switching off the lights in manufacturing during lunch as well as switching off all computers at the end of each day. Additionally, lumber scrap material is locally recycled/repurposed.

**Sustainable by Design:** In October 2008, CR Laine became the **first** company to achieve Sustainable by Design registration from the American Home Furnishings Alliance (AHFA). Additional information can be found on our website at [www.crlaine.com](http://www.crlaine.com)

### UPDATED STATISTICS

- Since first implementing the EFEC & SBD programs in 2008, we have saved over \$200,000.
- Energy usage has been decreased by 13% per employee, which is nearly a 48% decrease overall.
- Water conservation efforts have decreased our water usage by 27% per employee per month, which equates to over 12,000 gallons of water on average every month. We have replaced all of our toilets throughout the facility with new low-flow, high efficiency units, which save an additional 5 gallons per toilet, per flush.
- Since implementing the EFEC recycling program, CR Laine's saved over \$25,000 by redirecting fabric scraps, leftover cardboard, excess paper and plastic wrapping, and wood blocks from the waste stream. In the last five years, we have recycled 300,568 lbs. of scrap fabrics, 11,719 lbs. of cardboard, 10,000 lbs. of paper/plastic wrapping, and 2,790 cubic yards of wood blocks.
- By implementing a paperless scanning system and duplex printing office paper, over 300 trees have been saved by recycling paper with a local management company.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 5,600 lbs. of cans and bottles recycled in the last 7 yrs. since becoming SBD registered.
- We recently added a 42,000 sq ft addition to our plant. All of the trees that were cleared from the land were sent to a local sawmill to be used for timbers and the gravel from our old parking lot was sent to a local rock quarry to be ground up and repurposed.

