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Contact:	Laura King Edwards <a href="mailto:ledwards@wrayward.com">ledwards@wrayward.com</a> 704-926-1334	Alexandra Zsoldos <a href="mailto:azsoldos@wrayward.com">azsoldos@wrayward.com</a> 704-926-1364
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## Artistry and Charm Abound in Two New Collections from Kincaid Furniture

*Solid Wood Leader Also Updates its Custom Upholstery Offerings*

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Kincaid is introducing two solid wood collections at fall High Point Market, including a rustic collection with farmhouse influences and a rich, elegant collection inspired by travels to a village in the heart of Tuscany. The solid wood industry leader is also expanding its custom upholstery offerings.

“We carefully designed the new collections to put a modern, fresh twist on enduring styles,” said Steve Kincaid, president of Kincaid. “These collections are updated versions of familiar looks consumers know and love.”

Made of solid New Zealand pine, **Foundry** is a new, whole-home collection that blends farmhouse and rustic, industrial styles for an on-trend look. The collection’s unique appearance is achieved by labor-intensive wire-brushing complemented by a multi-step finish with burnished edges for a warm, harmonic mixture. Hammered, plated zinc hardware modeled after factory items such as pushcarts, pallets and worktables is found throughout the collection. Signature pieces include a refectory table with an X-brace design, a metal bed inspired by industrial pipe fittings and a nightstand with built-in power, electrical cord management and a subtle nightlight.

Rounding out the solid wood introductions is **Portolone**, a whole-home collection made of alder and featuring a rich, medium brown tone finish. Inspired by a trip to a Tuscan hill town, this upscale collection has the soul of the Old World but is built to function in today’s homes.

Carved details and custom hardware complement Portolone's marbled texture and European character. Special pieces include a bureau with 21-inch deep drawers and a marble top with acid etching as well as a 72-inch round dining table with a removable lazy Susan.

Kincaid is also updating its Custom Select and Studio Select upholstery offerings at fall High Point Market with a wide range of new styles featuring jewel tones, textured tapestries and southwestern patterns. The company's build-your-own custom upholstery program has approximately 600 designs including about 50 Sunbrella® fabrics for interiors.

"By offering a broad selection of fabrics and seating, Kincaid's build-your-own custom upholstery program truly does it all," said Max Dyer, vice president of marketing for Kincaid. "Today's consumers want to personalize their homes. From slipcovered sofas to upholstered bench seats and hand-tufted ottomans, our custom upholstery program allows them to design their dream space."

Kincaid is launching a [Pinterest campaign](#) to provide a behind-the-scenes look at on-trend styles coming to fall market. A "Coming in 2015" board will feature new collections and up-to-the-minute designs.

"Kincaid is known in the industry for delivering handcrafted furniture that is both beautiful and practical," Dyer said. "We're excited to share our new collections in a creative, accessible way, giving everyone an opportunity to preview our products and mix and match items before they hit floors."

The Kincaid showroom is located at H1204 in the International Home Furnishings Center.

### **About Kincaid**

Founded in 1946, Kincaid Furniture Company is the nation's leading manufacturer and marketer of solid wood furniture. Kincaid's growth is based on a commitment to quality solid wood case goods, fashionable upholstery, and the best service the industry has to offer. Kincaid Furniture Company is part of La-Z-Boy Incorporated's family of companies. For more information on Kincaid, please visit [www.kincaidfurniture.com](http://www.kincaidfurniture.com).

### **About La-Z-Boy Casegoods**

The La-Z-Boy Casegoods Group includes some of the most recognizable names in manufacturing and marketing wood furniture and upholstery collections, including American Drew, Hammary, Kincaid Furniture Company and Lea Furniture. Meeting exceptional standards in quality, the La-Z-Boy Casegoods family of brands provides innovative and beautiful furniture solutions with a variety of styles for bedrooms, youth bedrooms, living rooms, dining rooms,

family rooms and other places where families gather. La-Z-Boy Casegoods brands are available at retailers across the country. For more information, visit [La-Z-Boy/About/Brands](#).

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