



H A M M A R Y[®]

STYLE | VALUE | SERVICE

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Contact:

Laura King Edwards
ledwards@wrayward.com
704-926-1334

Alexandra Zsoldos
azsoldos@wrayward.com
704-926-1364

To obtain hi-res images, please email azsoldos@wrayward.com

**New Occasional Collections by Hammary Offer Solutions for Retailers,
Interior Designers and Gift/Accessory Store Owners**

Fall High Point Market Introductions Include Expanded Home Office and Hidden Treasures

Hammary is introducing six occasional furniture collections and a myriad of unique accent pieces at fall High Point Market. The La-Z-Boy company is also expanding its home office offerings.

“Today’s consumers want special pieces to round out their living spaces, and our new collections help retailers fill that void with the most sought-after designs,” said Terri James, director of marketing for Hammary. “The majority of our products are also easy to ship via UPS, making it more affordable and convenient for interior designers and gift/accessory store owners to offer their clients creative design solutions.”

The new table collections reflect several current design trends popular with consumers. Featuring reclaimed wood tops, weathered finishes and modern metal bases, **District** and **Modern Theory** have clean, casual designs that pair well with eclectic, modern farmhouse or industrial décor. With pecan veneers finished in a cool, gray-brown tone and champagne hardware, **Stratus** incorporates updated mid-century modern forms into unique pieces including a rectangular cocktail table with pass-through drawers.

Boulevard is the most transitional, featuring a smooth, warm brown finish, diamond veneer inlays and optional casters, while the more traditional **Darby** features updated elements

including galvanized insets, diamond-shaped accents and nail head trim. **Xpress** rounds out the new table groups with a walnut wood finish, glass tops and satin nickel bases for a sleek, contemporary look.

Hammary's introductions for home office include a three-piece contemporary collection in a dark espresso finish with interlocking oval motifs and shiny satin nickel hardware. Drawing on Arts & Crafts and Mission influences, a second two-piece home office group features a five-shelf bookcase with metal accents and a nesting desk on casters that pulls out to double the work surface.

Hammary has also added 35 pieces to the popular Hidden Treasures collection of accent pieces from around the world.

"This market's Hidden Treasures offerings pair well with the most popular pieces in the collection, making it easy for retailers to add new items to their existing best-sellers," James said. "Our favorite pieces range from the wood end tables and a glass-top table with metal twig base, to a utilitarian serving piece that could work as a kitchen island and a graphic black-and-white houndstooth cabinet."

Hammary is also 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 the new products.

"Our Pinterest campaign will give retailers and interior designers an easy way to share design ideas with clients and create buzz around new products before they hit floors," James said. "We're excited to spread the word about our new products in such a fun, creative way while giving retailers and interior designers a tool to help them succeed."

The Hammary showroom is located at C926 in the International Home Furnishings Center.

About Hammary

Founded in 1943, Hammary is a leading manufacturer of accent and occasional furniture. Hammary's products include the unique Hidden Treasures® collection of accent furniture from around the world. Hammary is part of La-Z-Boy Incorporated's family of companies. The company's headquarters are located in High Point, North Carolina, and its products are distributed through thousands of independently owned retailers throughout the United States and Canada and around the world. For more information on Hammary, please visit www.hammary.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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