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Contact: Stephanie Boyett
828.485.1462
sboyett@crlaine.com



**CR LAINE ANNOUNCES EXCITING COLLABORATION WITH INTERIOR
DESIGNER AND ENTREPRENEUR, BRIA HAMMEL, FOR SPRING 2024 CAPSULE COLLECTION**

For immediate release — CR Laine, the upholstery brand known for its commitment to customized, bench-crafted furnishings, is thrilled to announce a dynamic collaboration with interior designer and entrepreneur Bria Hammel. Together, they are set to introduce a capsule collection reflecting Bria's distinctive style of timeless design with real-life comfortability debuting at the Spring 2024 High Point Market in April.

The collection will feature an infusion of classical silhouettes and textiles, creating an assortment that pays homage to tradition while embracing modern living.

Hammel expressed her excitement about the collaboration, saying, "It's truly an honor to partner with CR Laine, a brand that shares my passion for timeless design and quality craftsmanship. Being a fan and customer of CR Laine for years, this partnership came together so organically and I'm extremely excited to unveil the incredible pieces we've designed together."

While the Spring 2024 collection is eagerly awaited, High Point Market visitors can get a sneak peek of Bria's design prowess at the Fall 2023 market. From October 12th – 17th, guests can explore beautifully curated vignettes in the CR Laine showroom (310 N Hamilton Court, Suite 204 – 2nd floor, enter off Hamilton Street), where Bria Hammel has partnered with the brand to bring her signature style to life.

The collaboration between CR Laine and Bria Hammel promises to be a highlight of the Spring 2024 High Point Market, offering an exciting blend of design innovation, timeless comfort, and a fresh take on traditional aesthetics.

About CR Laine:

For 65 years, CR Laine has handcrafted upholstery in Hickory, NC where cutting edge technology joins handmade craftsmanship in an environment that supports their local vendors and community. Their products are handcrafted in the USA with a focus on using American suppliers and local artisans. Handcrafted to the highest standards, CR Laine artisans build upholstery one piece at a time combining new processes and equipment with time-tested premium construction techniques. CR Laine's hands-on approach gives their products unmatched style, comfort, and color.

About Bria Hammel:

Bria is the Creative Director and CEO of Bria Hammel Interiors and Brooke & Lou. She leads a fresh, talented team of women who are dedicated to designing beautiful, inviting homes for clients. Bria's work has been featured in national publications such as Traditional Home, Forbes, Oprah Daily, Architectural Digest, House Beautiful, and Martha Stewart Living.

Most recently, Bria was named in Traditional Home's 2022 Rising Stars of Design, a huge honor to her team and firm. Brooke & Lou's flagship store in Edina, MN received House Beautiful's Best Home Stores in America 2022, Bria was selected as a 2018 Style Spotter for High Point Market Authority, and awarded "Fresh Faces of Design" award in 2015 and 2018 from HGTV.