****

**For Immediate Release** **Contact:** Nicole Howley

 Gefen Marketing

Roxanne Bernstein (336) 884-5020

Heritage Home Group Chief Marketing Officer Nicole@gefenmarketing.com

Roxanne.Bernstein@heritagehome.com
 Ellen Gefen

 Gefen Marketing

 (336) 688-2974
**Showroom Location: IHFC, C603** Ellen@gefenmarketing.com

**THOMASVILLE TAKES ON TOWN AND COUNTRY WITH WHOLE HOME CASE COLLECTIONS**

 **Avenue A Designed for Downtown/Casa Veneto Channels Southern European Elegance**

**Established Wheatmore Manor Evolves With Addition of Dining and Occasional**

**High Point, NC—April 16, 2015**—Thomasville takes on both town and country this season with a pair of new whole home case collections debuting here. City dwellers will gravitate to Avenue A, an edgy, mixed-media bedroom, dining and occasional collection, while suburbanites with a taste for the elegance of Southern Europe will feel right at home in Casa Veneto.

Scaled for metropolitan lifestyles, Avenue A incorporates interesting materials such as cast fusion glass and cast metal accents. The sensuous designs re-think scale and function with an attitude created to appeal to the Millennial crowd, as well as down-sizing Boomers eager to shed their McMansions for the culture, excitement and walkability of urban environs. Keep an eye out for the sleek Jayson Buffet and the Leah Lingerie Chest with concealed storage that opens to reveal a hidden space for valuables.

At the same time, as metropolitan areas boom in population, new home sizes in the suburbs continue to swell to an average of 2,500 square feet. The whole home Casa Veneto collection interprets new traditional design with a sense of casual elegance, for a look that celebrates southern Europe artistry. Featured items include an impressive carved panel bed, a stately dresser and the chest on chest with elegantly curved fronts. The authenticity of time worn beauty inspired the special finish available on select accent configuration with extension pieces, adding to the allure and interest of this collection.

Named for the founder’s country home, the Wheatmore Manor Dining and Occasional Collection builds on the popularity of the Wheatmore Manor Bedroom Collection introduced last fall. Available as an expandable rectangular dining table or a round table for more intimate settings, Wheatmore stands apart with classic pilaster and raised panel details made of Acacia veneers in a rustic finish.

###

**About Thomasville:**

In 2014, Thomasville celebrated its 110th Anniversary of providing beautiful furniture made for discerning customers throughout the United States. While Thomasville began as a chair company, we have thoughtfully evolved into a resource for attainable design, providing not only whole home and outdoor furniture solutions, but also through strong and valued partnerships, solutions for kitchen cabinetry, innovative lighting and accessories, top of bed, mattresses, rugs, wood care/cleaning products and more. Thomasville is part of Heritage Home Group, which also includes in its stellar portfolio name brands Broyhill, Drexel Heritage, Henredon, Hickory Chair, La Barge, Lane Venture, Maitland-Smith and Pearson.

**Media Note:** High resolution images are available upon request.