

Press Release

Joanna Gaines and Standard Furniture Licensing Announcement

May 6, 2015

Bay Minette, Alabama

Standard Furniture is pleased to announce that a long term licensing agreement has been reached with Joanna Gaines, that will be marketed as "Magnolia Home by Joanna Gaines". Magnolia Home will be a fully independent division of Standard Furniture Corporation, sharing limited operations such as warehousing and distribution.

Chip and Joanna are the hosts of the HGTV show "Fixer Upper", and own and operate Magnolia Homes and Magnolia Market in Waco, Texas. They are represented by Westport Entertainment, Sedona, Arizona.



Magnolia Home will feature product designed exclusively by Joanna that embodies her lifestyle centering on home and family. Joanna's style and designs will be reflected in every piece brought to market with her audience in mind.

Todd Evans, Standard's President says, "Joanna Gaines will bring an element to the furniture business that is unrivaled. Her design style and enthusiasm for creating a lifestyle that promotes home and family will resonate with people of all walks of life." Joanna shares, "This is a dream come true for me. I have always wanted my style to be accessible and available to those looking for new design solutions for their homes."

Together with her husband, Chip, they will be designing and renovating the Magnolia Home showroom in High Point, giving retailers across the country an opportunity to see the image and style that will be available to them with the product launch at Fall Market in October. "The Launch" will showcase styles of Vintage, Industrial, Modern Boho, Farmhouse and Cottage inspired collections, blended with a mix of old and new.



Magnolia Home & Standard Furniture Executives
Chip Gaines, Tim Ussery, Joanna Gaines, Todd Evans

The 15,000 square foot showroom will be located in the Commerce building of IHFC in close proximity to the Standard Furniture showroom. The space will reflect elements of her Magnolia Market and a stunning assortment of bedroom, dining, occasional and upholstered accent pieces that will hit the retail marketplace in January, 2016.