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Century Furniture Launches Windsor Smith for Century *“Alchemy”*

Hickory, North Carolina (Feb 13, 2017) - Century Furniture is proud to announce an extensive collection of new classics by celebrated interior designer and design thought leader, Windsor Smith. Comprising 70 easy-to-mix pieces, the Windsor Smith for Century Furniture Collection brings her unique style and philosophy to every room in the home.

Ranging from upholstery and case pieces to wall décor, Windsor’s new designs for Century will launch at the April 2017 High Point International Home Furnishings Market and be available through authorized Century Furniture stores, showrooms and designers worldwide.

“What makes Windsor’s new collection standout is the thoughtful approach and purpose she brings to her designs,” says Jay Paschall, President of Century Furniture. “From marble and metal accents to petite crystal balls, she has a fresh eye for furniture which extends from her unique point of view for what our home spaces can be.”

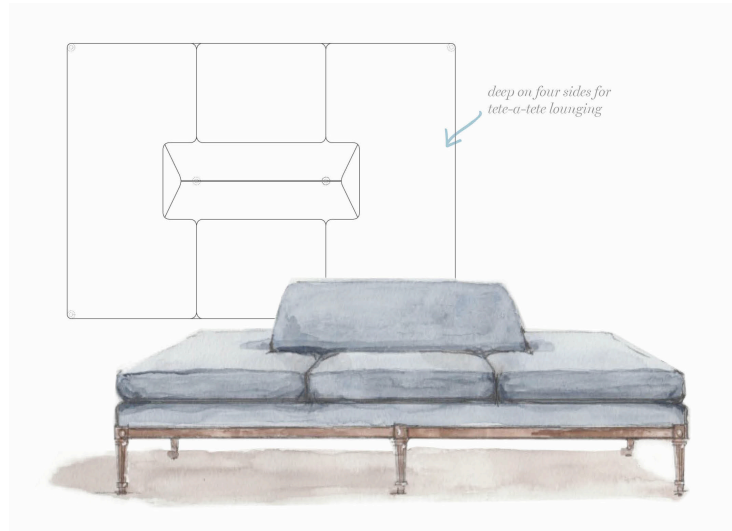
Says Windsor, “I want to build rooms that don’t just accommodate us, but drive us. Rooms to frame who we want to be— grounded by the best of the past, fully present in the now, and anticipating tomorrow.”

The collection’s title “Alchemy” — defined as a “seemingly magical process of transformation, creation, or combination”— heralds Windsor’s creative approach, as well as the powerful impact that these designs have when combined into surprisingly fresh and engaging home vignettes.

Says Windsor, “My goal is to provide effortless combinations of shapes and materials culled from sources far and wide to forge a new, tightly edited whole. Every detail feels bespoke, precisely chosen for modern living, and engaging over time for generations to come.”

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COLLECTION HIGHLIGHTS



Meridian Sofa

99" W x 70" D x 35"H

Our modern ode to Neoclassical style, this four-sided sofa is both romantic and surprisingly sleek. Lean bench cushions top a carved wood frame accented with gold leaf. Try it centered in a foyer, a dressing room or—as Windsor loves—in larger living spaces to unite two ends of a room.



Nightshade Chair

23" W x 24" D x 34"H

We revisited antique silhouettes to create a versatile armchair with contemporary ease. Arms are low enough to slide under most tables, while a tall back invites longer lounging. Use for dining, at a desk or games table, or pull two up as side chairs in petite spaces.

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Phase 3 Dining Table

119" W x 46" D x 30 1/2"H

This versatile, gold-cuffed pedestal table is ready for a banquet lengthened to three pedestals. Your choice of wood-finish tops contrasts with blackened steel legs ending in Greek key feet on thin, modern plinths. Gold details are inspired by jewelry.



Sands Table

16" Diam x 24"H

We cast a golden hue onto our pretty metal tripod and sized it for a petite, pull-up drinks table with sculptural appeal. Natural honed stone insets into its polished rim for floating effect.

Windsor Smith for Century Collection will be available this Spring through authorized Century Furniture stores, showrooms and designers.

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ABOUT CENTURY FURNITURE

Century Furniture is one of the world's largest privately owned manufacturers of high-end residential furniture. Founded in Hickory, North Carolina in 1947 by Harley F. Shuford, Sr., Century is now in the third generation of family ownership and operation and remains committed to their founder's ideal, to create furniture of such impeccable quality that it brings joy not only to the people who own it, but also to the craftspeople who build it.

Century is recognized in the industry as a design leader, ranked in the forefront for its expertise in finishing and the many details of fine craftsmanship. Its broad line of wood and upholstered furniture consists of bedroom, dining and occasional collections in traditional, transitional and contemporary styling. They have licensed collections with numerous high-end designers including Thomas O'Brien, Charlotte Moss, Bunny Williams, Bob Timberlake, Candice Olson and Windsor Smith.

The company has an extensive casegoods facility with state-of-the-art woodworking capabilities and a sophisticated finishing operation, as well as three upholstery factories – all located in Hickory, North Carolina. Century's domestic operations have always been a vital piece of its business strategy, using the skill and flexibility of its facilities to provide personalized and timely product to its customers.

Century is certified as an EFEC company. The corporate office and each of its manufacturing facilities have been EFEC certified since 2010. In addition, Century Furniture was recognized as a Sustainable by Design company in October 2010. Both EFEC and Sustainable by Design are audited and continuous improvement recognitions, which mean the Century team is continually working towards higher and improved environmental standards.

Today Century's family consists of over 900 associates with a management team conditioned for growth. Continually investing in product design, customer service, technology, and its people, Century Furniture is meeting the challenges of today while planning for the opportunities of the future.

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ABOUT WINDSOR SMITH

Windsor Smith is a widely-published innovator in the design industry whose elegant interiors rethink homes to support modern day living. Her style strikes an eloquent balance between classic and modern, forging new combinations that celebrate time-honored traditions while daring the style wild cards that make us stand up and take notice.

A questioner of conventions inside the home and in the design profession at large, Windsor's breadth of scope extends to a range of products for leading manufacturers including Kravet, Arteriors, Mansour Modern, Boyd Lighting and Jamie Beckwith Collection. As an author, she shares her unique design insights in her book, *Homefront: Design for Modern Living*

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(Rizzoli, 2015) and via personally penned think pieces on her own popular lifestyle blog, House of Windsor (windsorsmithhome.com/house-of-windsor).

Windsor Smith rooms, highly sought after by leaders in the entertainment and business worlds, are known to go beyond beauty to reflect their owners' unique personalities and ease their demanding lifestyles. Her homes defy modern life's push-and-pull for our attention with spaces that engage our senses and, ultimately, lure us back to re-engage with each other. She accomplishes this through unconventional, multitasking floor plans that stretch tired, outdated definitions on a house plan. Windsor describes her work not just as design, but as "lifestyle architecture."

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