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**Legends Furniture Taps Kreber for Rebranding Initiative**

Legends Furniture has selected Kreber, an omni-channel marketing agency with offices in High Point, NC, Columbus, OH, New York, NY, and Atlanta, GA, to spearhead its rebranding strategy development and implementation. “We have achieved new levels of innovation, style, and consumer trend focus and sought a marketing partner with extensive home furnishing industry experience to help us manage and communicate this evolution. We’re pleased that the team at Kreber is guiding us on this journey,” said Tim Donk, Legends Director of Marketing and Business Development.

“Legends Furniture has enjoyed a strong reputation for quality, integrity, and service since 1990,” said Victor Vaughn, Kreber’s Vice President of Business Development and Account Manager. “We are looking forward to telling their story of dynamic growth to a wide audience of potential customers, and providing valuable marketing support to their expanding retailer base.”

Legends’ new “Be Inspired” campaign, created by Kreber for introduction at the Fall Market, includes digital and print marketing communications highlighting three new collections designed by Stephanie Lena and the announcement of the company’s move to a new showroom in C-601 in the Commerce Building of the International Home Furnishings Center.

**ABOUT LEGENDS FURNITURE**

A recognized leader in the entertainment category since 1990, Legends Furniture has expanded its offerings throughout the years to include made in USA products and imports in a range of categories and styles. Legends Furniture is sold through a large and growing base of retail partners across the nation. The company’s headquarters in Tolleson, AZ includes a manufacturing and warehouse facility with additional warehouses in North Carolina and Vietnam. Legends Furniture has a new showroom in C-601 in High Point, NC and in A646 in Las Vegas, NV.

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