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**Highland House Debuts Its Brand-New Showroom, Space 136, at 200 Steele**

 **Also Introduces Extensive New Product Additions for October 2017**

(High Point, NC – October 2017) After 13 years at Historic Market Square, Highland House has moved to High Point’s Hamilton-Wrenn district and is celebrating the grand opening of its all-new 10,000-square-foot showroom – Space 136 in the 200 Steele building. While the showroom and its location are new, the expanding Highland House product line remains focused on the needs of both the retail and interior design trades.

 “We’re pleased to be welcoming existing customers as well as new ones to our new home,” says Highland House president Nathan Copeland. “The overall look and feel of this showroom allow us to better showcase our evolving product line in an environment more in keeping with the company’s ‘Keep It Pretty’ ethos. And, I can think of no better time than the opening of our new showroom to reemphasize our desire to be known as ‘the thoughtful company’ – a company who recognizes that the inside of a piece of furniture is as important as how it looks on the inside.”

One particularly notable highlight is the showroom’s nucleus/heart – a stylish, multifunctional area that serves as espresso bar-kitchen-fabric workroom. Designed by Highland House creative director Lee Belmore, this sleek kitchen-workroom is surrounded by a series of rooms featuring an exciting and creative mix of the company’s newest timeless upholstery, tables and occasional accents.

“All Highland House products are designed to speak to today’s demanding customer with an eye for fine tailoring, proportion, scale and nearly limitless options for customization, says Copeland. “Lee Belmore, our creative director, has an eye for fabric and frame like no other. Her vision brings a sophistication and multigenerational appeal that’s evident throughout our product line.”

New introductions for the October market: 50 new upholstery silhouettes and 20 new occasional accents that, while classic in form, display a decidedly modern perspective. Among the new case and upholstery items are exciting pieces by designers Barrie Benson of Charlotte, as well as by Courtney and Randy Tilinski of Bungalow Classics in Atlanta. “We value our partnerships with such high-caliber design

professionals as Barrie, Randy and Courtney, and we’ve expanded their collections at this market,” says Copeland. “Their unique and specialized design perspectives perfectly suit the needs of our customers, and we’re fortunate to have such thoughtfully designed collections under the Highland House umbrella.”

Creative director Lee Belmore has traveled far and wide to curate 80+ new, exclusive-to-Highland House fabrics that are sourced domestically and from textile producers around the world. “Color and texture are alive and well at Highland House. We love beautiful fabrics, and we like to make bold color statements,” Belmore says. “And as a nod to fashion runways, our color story runs the gamut, offering solids and prints in colors that suit nearly every taste: colors ranging from soft Tiptoe pink to rose, from cool blues to navy and midnight, from vibrant citrus greens to hunter. And, on the softer side of things, we also have lots of easy-to-live-with neutral tones. Our story encompasses fine linens and cottons (including a classic Dorothy Draper chintz from Schumacher), exquisite silks and velvets, embroideries as well as many uses of multi-textural weaves including performance fabrics.”

The dynamic artwork on display throughout the showroom is from well-known art resource Blue Print of Dallas, TX, who also partnered with Highland House to display its impressive product line at the April 2017 market. In addition to their retail store and interior design business, Blue Print represents the work of established and emerging artists who work in contemporary and figurative narratives. For more information about Blue Print: info@blueprintstore.com.

Once again, Highland House is hosting a market pop-up shop for Assouline Publishing, the New York-based world-renowned publisher of luxurious books for true bibliophiles on such subjects as architecture, art, design, fashion, gastronomy, lifestyle, photography and travel. For more information about Assouline: assouline.com.

In addition to producing their fine classic upholstery in the company’s Hickory, NC, factory, Highland House offers an exclusive line of tables and occasional accent furniture, most of which it customizes and finishes in the company’s Hickory facilities. Highland House goes to great lengths to address today’s customer demand for beautifully scaled, expertly tailored furniture with an emphasis on customization.

Headquartered in Hickory, NC, Highland House is a division of Rock House Farm Family of Brands, whose other brands include Century, Hancock & Moore and Jessica Charles. After more than 50 years, Highland House remains committed to producing high-end furniture of impeccable quality that is proudly produced in our North Carolina factories.

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