



MITCHELL PARSON, OWNER OF PARSON INTERIORS, DEBUTED NEW FURNITURE

COLLECTION IN 2016: SYLVESTER ALEXANDER

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FOR IMMEDIATE RELEASE:

Hickory, NC - January 17, 2018 - For the past two years, Sylvester Alexander has served as an exclusive service to interior designers, striving to develop lasting relationships with their clients by maintaining the feel of a small, local business that is run in Hickory, North Carolina. In April 2018, Sylvester Alexander plans to move to a new location at Hight Point Market (M-1035).

Mitchell Parson launched Sylvester Alexander in 2016, with thirty years of furniture and design experience under his belt. Parson served as the owner of Parson Interiors for the last decade, paving his path for entry into the luxury world of upholstered furniture. His vision and dreams for creating a local furniture company that would offer more than other big companies came to life, with the creation of his new residential line Sylvester Alexander.

Sylvester Alexander serves as the leader of an emerging category in the luxury upholstery market, with their line of completely customizable upholstered furniture. The line offers endless design possibilities. For each original product design, designers are able to customize the fabric, finish and nail heads. Sylvester Alexander serves as an exclusive service for interior designers, by offering a hands-on design experience.

Mitchell Parson explains: "The customization opportunities at Sylvester Alexander set us apart from other custom furniture companies. Sure, many companies offer a similar product concept, but I believe that our attention to detail and personal client relationships gives us an advantage. I am proud to be involved in every step of production from the sewing and cutting to communication with the designers; being active in every step keeps things running smoothly."

The full product line includes Chairs, Dining Chairs, Sofas, Loveseats, Benches & Chaises, Barstools, Ottomans, Sectionals, Exposed Woods and Headboards. The entire collection is designed and manufactured in the studio by local employees.

Located in the heart of Hickory, North Carolina, Sylvester Alexander is a family owned and operated company that offers endless design options for luxury upholstered furniture that are all designed and manufactured in the USA, bringing luxury, high-end quality furniture to Hickory, NC. You can view the complete collection at **www.sylvesteralexander.com**

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Sylvester Alexander is available for select photo shoots and editorial features. For media and press inquiries or for more information about Sylvester Alexander, please contact Mary Beth De Loache at Mary Beth Public Relations - (336) 266-0110 or mb@marybethpr.com.

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About Sylvester Alexander:

Sylvester Alexander is a family-run/operated company located in Hickory, North Carolina. Mitchell Parson founded the company by immersing himself in every department to ensure quality and excellence from all employees on all levels. Sylvester Alexander prides themselves on maintaining the feel of small, family operated business that operates on a much larger scale, with their line of luxury upholstered furniture that is nationally celebrated.