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**FINE FURNITURE DESIGN ADDS THIRD COLLECTION TO BILTMORE® LICENSED PRODUCT LINE**

**“QUINTESSENCE” OFFERS AN UPDATED PERSPECTIVE ON THE HISTORIC ESTATE AND SETS THE STAGE FOR A NEW ERA OF CONSUMERS**

 **HIGH POINT, N.C. –** Building on the ongoing success of two best-selling collections inspired by George and Edith Vanderbilt’s grand estate in Asheville, N.C., Fine Furniture Design will add a third group to its Biltmore product line at the upcoming High Point Market.

***Quintessence***, a modern interpretation of George Vanderbilt’s vision for the historic and legendary estate, honors what has always defined Biltmore **–** gracious hospitality and an undeniable attention to detail **–** yet sets the stage for a new era of consumers who value traditions and seek to create a relaxed and updated environment in their homes.

Steeped in heritage, yet geared towards a younger, more modern consumer, the 45-piece collection features bedroom, dining room, upholstery and accent furniture with two distinctive looks: a casual style, reflecting the relaxed comfort of the Observatory and Winter Garden of America's Largest Home® and a more classic style, inspired by the traditional architecture and original furniture found throughout the estate.

“The confluence of vintage and contemporary elements in Quintessence blend seamlessly together to create an eclectic collection with pieces that look as if they were individually curated by George Vanderbilt himself throughout his world travels,” said Erin Sullivan, vice president of product development for Fine Furniture Design.

“The eclectic nature of the group offers a fresh perspective on what our customers might expect to see in a Biltmore collection,” she continued. “While the Biltmore’s classic heritage serves as the foundation for each piece, it was important that some portions of the collection carry a more casual feel, which is so dominant in the industry today.

“The result strikes a true balance between current trends in interior design, while still staying true to the Biltmore brand and answering the need for a traditional design aesthetic.”

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FINE FURNITURE QUINTESSENCE COLLECTION

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The nine finishes in the collection continue the theme of mixing vintage with modern. American Walnut presented in a both a clean, natural finish called Noce and a hand planed walnut finish called Vintage Noce are paired with a Perle Noir iridescent ebonized finish and an aniline dyed Pearwood called Moire’ Noir for a modern update to ebonized classics. Cherry veneers in fresh white and blue washed finishes **–** called Magnolia and Blue Ridge **–** Primavera in a golden honey Sunrise finish and two Celadon finishes in Birds Eye Maple  **–** including a celadon lacquer called Perle Celadon  **–** offer unexpected and casual pops of color.

Updated and cleverly disguised design details including convenient storage options and charging stations for electronics can be found throughout the collection, providing the modern conveniences required for today’s lifestyles.

“We are so pleased with the continued success and evolution of our furniture collection and partnership with Fine Furniture Design,” said Donnette Miller, director of licensing for Biltmore Licensed Consumer Products. “In addition to exceptional craftsmanship, their keen sense of the marketplace ensures we provide retailers with furniture that their customers are seeking. The Quintessence Collection brings a new perspective to our brand, while maintaining all of the elevated attributes expected of Biltmore.”

To celebrate the launch of the new collection, Fine Furniture Design will host a launch party at its showroom located at 305 South Hamilton Street on October 12th from 5:30 - 8:30 p.m.

Fine Furniture Design is dedicated to the core principles of providing the best quality, craftsmanship and value in home furnishings today, with superior design and unequalled standards at every stage of manufacturing – from the forest to the finishing touches. Creating precisely crafted case goods and upholstered furniture for homes around the world, its home furnishings are produced in its company-owned manufacturing operations in Shanghai, China. For further information, please visit [www.ffdm.com](http://www.ffdm.com).

About Biltmore Licensed Products

Biltmore is a highly recognized brand in licensed products, drawing on the historical treasures and inspiration found in George Vanderbilt’s Biltmore House and gardens, located in Asheville, North Carolina. Consumers are able to experience both the classic designs found in the grand collection of art and furnishings of America’s Largest Home®, and the relaxed enjoyment of fine country living. Biltmore partners with industry leading companies in home furnishing, bedding and bath, and gourmet and entertaining. To learn more about Biltmore licensed products, go to www.biltmore.com/products or call 828.225.6791.

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