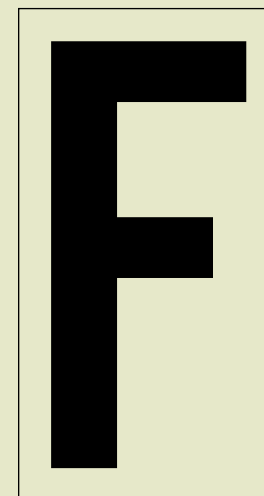




THE SOUTH MAY BE KNOWN FOR BISCUITS AND BLUES, BUT  
THERE'S ANOTHER INDUSTRY—HOME FURNISHINGS AND DECOR—  
THAT'S RECENTLY BEEN MAKING US PROUD



or two weeks every year, the small town of **HIGH POINT, NORTH CAROLINA**, doubles its population as the interior design world descends upon it. Everyone from decorators and store owners to retail-chain buyers and magazine editors comes for a **FIRST LOOK** at new furniture, light fixtures, rugs, accessories, and more.

These are the items that will soon make their way to your local stores and be featured for sale in mass-market catalogs. They're on display at High Point Market, an industry trade show that was founded in 1909 and continues to serve as an epicenter for **HOME FURNISHINGS**

design and manufacturing. While people in the industry have known about High Point for years, the rest of the world probably has no idea that this small Southern town carries so much weight.

While **FURNITURE** has always been the calling card of the South, it's no longer the only star. Young artisans and designers of fabric, lighting, and decorative accessories have been moving back home and making names for themselves. They're **ENERGIZING** the world of interiors with bright colors, unique materials, and fresh ideas. Here, we've chosen to spotlight both the old- and new-school companies and individuals who are churning out **INSPIRING**, made-in-the-South goods—even when going elsewhere might be easier and cheaper. Because let's be honest: **BUYING LOCAL** is often more expensive. Just as you'd expect to pay more for a handcrafted beer than for a regular old Budweiser, the same is true here.

You're investing in the **QUALITY** of the fabrics, construction, materials, and design. Pieces are built one at a time, often by hand. They are crafted by true **ARTISANS**, woodworkers, painters, and metalsmiths who are too quickly being replaced by machines and assembly lines in other parts of the world. This level of craftsmanship is the antithesis of our so-called disposable society—creating **HEIRLOOMS** for future generations in this wonderful place we call home.

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# The Old School Century Furniture

HOME BASE  
HICKORY, NORTH  
CAROLINA

FOUNDED  
1947

OWNED BY  
THE SHUFORD  
FAMILY, INCLUDING  
FATHER ALEX AND  
CHILDREN ALEX III,  
COMER, NANCY,  
AND ELIZA

DESIGNER OF  
ELEGANT AND  
TRADITIONAL  
FURNITURE, SUCH AS  
UPHOLSTERY AND  
CASE GOODS

**Their story:** Harley Shuford manufactured his first dining room suite in the late 1940s, establishing Century Furniture as a leader in design. Today, the Shuford family continues the tradition with Harley's grandson Alex III running the business. Remaining family owned and operated has defined the company's culture. "We always try to do the right thing, as if our customers and employees were family," Alex says.

**Why they stay in the South:** Century's Southern roots are strong. "We value the unique things that our local craftspeople can do," says Alex. "When it was fashionable to close plants and move offshore, we instead sat down as a family and said, 'What can we do here that can't be done elsewhere?'" The answer was customization—including unique wood finishes and upholstery details. "This reconfirmed our company culture," Alex says. "You don't just dismiss family because times are tough."

**What's hot:** Each piece in Virginia native Charlotte Moss' collection is named for a Southern city. Shown here: Westlake Mirror, \$3,297; Baltimore Console, \$4,995; Charlottesville Wing Chair, \$3,375; [centuryfurniture.com](http://centuryfurniture.com)



1: GREG DUPREE; 2-9: COURTESY VENDOR; MARKET EDITOR: ELLY POSTON

- 1 HENREDON FURNITURE**  
**MADE IN:** Hickory, North Carolina  
**BUY IT:** Kimberly Bench by Celerie Kemble, \$2,025; [henredon.com](http://henredon.com) for retailers
- 2 MITCHELL GOLD + BOB WILLIAMS**  
**MADE IN:** Taylorsville, North Carolina  
**BUY IT:** Gloria Chair, \$1,070; [mgbwhome.com](http://mgbwhome.com)
- 3 CR LAINE**

- MADE IN:** Hickory, North Carolina  
**BUY IT:** Jasper Ottoman, \$965; [crlaine.com](http://crlaine.com) for retailers
- 4 TRITTER FEEFER**  
**MADE IN:** LaGrange, Georgia  
**BUY IT:** Emma Vanity, \$1,799 ([tritterfeefer.com](http://tritterfeefer.com)), available through ADAC; 404/500-3681
- 5 BASSETT FURNITURE**  
**MADE IN:** Martinsville, Virginia

- BUY IT:** Axis Cube Table, \$409; [bassettfurniture.com](http://bassettfurniture.com)
- 6 SHERRILL FURNITURE**  
**MADE IN:** Hickory, North Carolina  
**BUY IT:** Dan Carithers Collection DC80 Settee, \$2,575; [sherrillfurniture.com](http://sherrillfurniture.com) for retailers
- 7 HICKORY CHAIR**  
**MADE IN:** High Point, North Carolina  
**BUY IT:** Serena Side Table, \$1,200;

- [hickorychair.com](http://hickorychair.com) for retailers
- 8 LEE INDUSTRIES**  
**MADE IN:** Newton, North Carolina  
**BUY IT:** 1829-01 Chair, \$1,842; [leeindustries.com](http://leeindustries.com) for retailers
- 9 LILLIAN AUGUST**  
**MADE IN:** Hickory, North Carolina  
**BUY IT:** Karl Drawer Chest, \$4,298; [lillianaugust.com](http://lillianaugust.com)





## The New School Clay McLaurin Studio

**HOME BASE**  
ATLANTA,  
GEORGIA

**FOUNDED**  
2013

**DESIGNER OF**  
FABRICS INSPIRED BY  
NATURE AND BASED  
ON CLAY'S HAND-  
PAINTED DESIGNS

**His story:** Clay fell in love with textile design while studying art at the University of Georgia. After furthering his studies at the prestigious Rhode Island School of Design and working at a fabric mill in New York, Clay got a phone call from his alma mater in Athens, asking if he'd ever thought about teaching. "It was an exciting opportunity for me, as I wanted to give back to a place where my love of textiles started," he says. While at UGA, Clay revamped the fabric-design program, yet he still dreamed of having his own line. "With the help of my partner, Todd Piercy, I finally quit teaching and moved to Atlanta to start Clay McLaurin Studio. I haven't looked back since."

**Why he works in the South:** "Living in New York was great, but the connection to nature was barely visible," Clay says. "Atlanta is called the City of Trees for a reason. I love that I can walk out my door and have that connection to something green or something blooming. I also love the rich history of textiles in the South. I'm proud to be part of a new generation of designers and artisans who are giving new energy to that tradition."

**How it informs his work:** Almost all of Clay's patterns are inspired by his surroundings. "My grandmother taught me how to garden at a very young age. I love the imperfection that nature has, and that's reflected in my designs." Once Clay has a pattern in mind, he starts painting using India ink and then scans the design into the computer to manipulate the scale and the repeat of the pattern. He selects all of the colorways for his fabrics, which are printed on linen and cotton at a mill in North Carolina.

**What's hot:** (from top) Bleeding Heart in Pewter, Elena in Gulf and Goldenrod, Brush in Moss, and Weeping Willow in Midnight, starting at \$150 per yard; [claymclaurin.com](http://claymclaurin.com)

**What's next:** A new line of wallpapers featuring Clay's designs launches this fall.



|   |   |  |  |
|---|---|--|--|
| <b>1 DESIGN LEGACY</b><br><b>MADE IN:</b> Mesquite, Texas<br><b>BUY IT:</b> Decorative Throw Pillows by Kelly O'Neal, from \$198 to \$220; <a href="http://koneal.com">koneal.com</a>                         | <b>3 KAREN ROBERTSON COLLECTION</b><br><b>MADE IN:</b> Jacksonville, Florida<br><b>BUY IT:</b> Blue Limpet Shell Box, \$390; <a href="http://karenrobertson.com">karenrobertson.com</a> | <b>BUY IT:</b> Waypoint Wool Rugs in Duo Stripes, starting at \$472.50; <a href="http://mainecottage.com">mainecottage.com</a>   | <b>each; <a href="http://lacefielddesigns.com">lacefielddesigns.com</a></b>  |
| <b>2 SOUTHERN LIGHTS ELECTRIC CO.</b><br><b>MADE IN:</b> Nashville, Tennessee<br><b>BUY IT:</b> Rolf Pendant Light, \$285; <a href="http://www.southernlightselectric.com">www.southernlightselectric.com</a> | <b>4 CHARLESTON FORGE</b><br><b>MADE IN:</b> Boone, North Carolina<br><b>BUY IT:</b> Parsons 40-Inch Round Mirror, \$975; <a href="http://charlestonforge.com">charlestonforge.com</a>  | <b>6 REPROTIQUE</b><br><b>MADE IN:</b> Richmond, Virginia<br><b>BUY IT:</b> Georgian Single Switch Plate, \$150; <a href="http://reprotiqueart.com">reprotiqueart.com</a>                      | <b>8 RO SHAM BEAUX</b><br><b>MADE IN:</b> Charleston, South Carolina<br><b>BUY IT:</b> Piper Sconce, \$232; <a href="http://ro-sham-beaux.com">ro-sham-beaux.com</a> |
| <b>5 MAINE COTTAGE</b><br><b>MADE IN:</b> Atlanta, Georgia  | <b>7 LACEFIELD DESIGNS</b><br><b>MADE IN:</b> Smyrna, Georgia<br><b>BUY IT:</b> Quilted Flax Throw, \$238   | <b>9 LOWCOUNTRY ORIGINALS</b><br><b>MADE IN:</b> Bluffton, South Carolina<br><b>BUY IT:</b> Chippendale Lantern, \$1,800; <a href="http://lowcountryoriginals.net">lowcountryoriginals.net</a> |  |

1, 3, 5, 6, 7, 9: GREG DUPREE; 2, 4, 8: COURTESY VENDORS