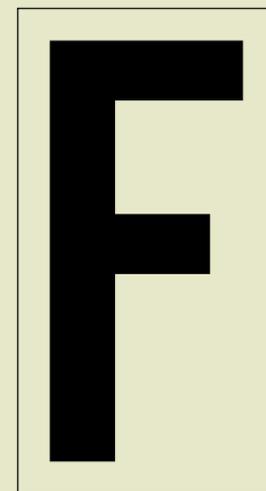




THE SOUTH MAY BE KNOWN FOR BISCUITS AND BLUES, BUT
THERE'S ANOTHER INDUSTRY—HOME FURNISHINGS AND DECOR—
THAT'S RECENTLY BEEN MAKING US PROUD



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



1 HENREDON FURNITURE

MADE IN: Hickory, North Carolina
BUY IT: Kimberly Bench by Celerie Kemble, \$2,025; henredon.com for retailers

2 MITCHELL GOLD + BOB WILLIAMS

MADE IN: Taylorsville, North Carolina
BUY IT: Gloria Chair, \$1,070; mgbwhome.com

3 CR LAINE

MADE IN: Hickory, North Carolina

BUY IT: Jasper Ottoman, \$965; crlaine.com for retailers

4 TRITTER FEEFER

MADE IN: LaGrange, Georgia
BUY IT: Emma Vanity, \$1,799 (tritterfeefer.com), available through ADAC; 404/500-3681

5 BASSETT FURNITURE

MADE IN: Martinsville, Virginia

BUY IT: Axis Cube Table, \$409; bassettfurniture.com

6 SHERRILL FURNITURE

MADE IN: Hickory, North Carolina
BUY IT: Dan Carithers Collection DC80 Settee, \$2,575; sherrillfurniture.com for retailers

7 HICKORY CHAIR

MADE IN: High Point, North Carolina
BUY IT: Serena Side Table, \$1,200;

hickorychair.com for retailers

8 LEE INDUSTRIES

MADE IN: Newton, North Carolina
BUY IT: 1829-01 Chair, \$1,842; leeindustries.com for retailers

9 LILLIAN AUGUST

MADE IN: Hickory, North Carolina
BUY IT: Karl Drawer Chest, \$4,298; lillianaugust.com

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



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

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



1 DESIGN LEGACY

MADE IN: Mesquite, Texas
BUY IT: Decorative Throw Pillows by Kelly O'Neal, from \$198 to \$220; koneal.com

2 SOUTHERN LIGHTS ELECTRIC CO.

MADE IN: Nashville, Tennessee
BUY IT: Rolf Pendant Light, \$285; www.southernlightselectric.com

3 KAREN ROBERTSON COLLECTION

MADE IN: Jacksonville, Florida
BUY IT: Blue Limpet Shell Box, \$390; karenrobertson.com

4 CHARLESTON FORGE

MADE IN: Boone, North Carolina
BUY IT: Parsons 40-Inch Round Mirror, \$975; charlestonforge.com

5 MAINE COTTAGE

MADE IN: Atlanta, Georgia

BUY IT: Waypoint Wool Rugs in Duo Stripes, starting at \$472.50; mainecottage.com

6 REPROTIQUE

MADE IN: Richmond, Virginia
BUY IT: Georgian Single Switch Plate, \$150; reprotiqueart.com

7 LACEFIELD DESIGNS

MADE IN: Smyrna, Georgia
BUY IT: Quilted Flax Throw, \$238

each; lacefelddesigns.com

8 RO SHAM BEAUX

MADE IN: Charleston, South Carolina
BUY IT: Piper Sconce, \$232; ro-sham-beaux.com

9 LOWCOUNTRY ORIGINALS

MADE IN: Bluffton, South Carolina
BUY IT: Chippendale Lantern, \$1,800; lowcountryoriginals.net

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