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American Drew Fall Market Introductions Designed with Consumer Lifestyles in Mind

Design Stories Help Retailers Match Collections with Consumers

American Drew is introducing three collections inspired by three distinct consumer lifestyles at fall High Point Market.

“Each collection appeals to a different consumer base, from established families ready to upgrade their furniture and enhance a spacious custom home, to a younger, urban consumer looking for her first piece of high quality furniture,” said Jack Richardson, senior vice president of sales for American Drew. “By telling these consumer-driven design stories, we’re making it easy for retailers to match the right American Drew collection with the right consumer.”

Casalone is the largest whole-home collection being introduced this market with coordinating pieces in bedroom, dining, occasional and home office. With Mediterranean and Spanish influences, a rich, dark finish, elegantly shaped fronts and intricately carved details, this collection appeals to the sophisticated consumer who appreciates Old World style but expects modern conveniences such as ample storage and a livable, casual finish.

The 60-inch round dining table highlights the burl veneer pattern seen throughout the collection and expands to 80 inches, offering ample seating for the whole family or a large dinner party. An intricately carved four-poster bed with top-grain leather inserts and nail head trim on the headboard and footboard is perfect for the consumer with a large master bedroom suite.

Characterized by Primavera sunburst veneers in a deep umber finish and antique mirror details, **Belladonna** exudes romance and glamour for the high-style consumer. Soft curves on

drawer fronts are highlighted by silver tipping accents incorporated throughout the collection, including the jewel of the dining room – a 60-inch round dining table with glass top and uniquely carved base. Other signature pieces include a dramatic four-poster bed with antique mirror details and fully upholstered headboard and a lady’s vanity with bi-fold mirror and matching stool.

Rounding out the introductions is **Park Studio**, an urban contemporary collection featuring a small-scale design and space-saving features. Quartered white oak and ash burl veneers are paired with hardwood solids and feature a gray wash and casual cerused finish that can be mixed and matched with existing furniture for an eclectic look. Special pieces include a small footprint bar cabinet with a pullout work surface and bottle and stemware storage, an upholstered bed with footboard storage and a counter height dining table with a lazy Susan.

American Drew is also launching a [Pinterest campaign](#) to provide a behind-the-scenes look at on-trend styles coming to fall market. A “Coming in 2015” board will feature new collections and up-to-the-minute designs.

“Our Pinterest campaign will give consumers an opportunity to preview the new products and start envisioning how the collections fit into their current home décor,” Richardson said. “We’re committed to providing our retailers with furniture that consumers want to own, and the Pinterest campaign is just one way we’re helping retailers create buzz around the new products before they hit the sales floor.”

The American Drew showroom is located at C926 in the International Home Furnishings Center (IHFC).

About American Drew

American Drew is a La-Z-Boy Incorporated company. Founded in 1927, American Drew is a leading manufacturer of medium to upper-medium priced bedroom, dining room and occasional furniture. American Drew’s product collections cover a broad variety of style categories including traditional, transitional and contemporary. The company’s headquarters are located in High Point, North Carolina and its products are distributed through thousands of independently owned retailers throughout the United States and Canada and around the world. Additional information is available at www.americandrew.com.

About La-Z-Boy Casegoods

The La-Z-Boy Casegoods Group includes some of the most recognizable names in manufacturing and marketing wood furniture and upholstery collections, including American

Drew, Hammary, Kincaid Furniture Company and Lea Furniture. Meeting exceptional standards in quality, the La-Z-Boy Caseloads family of brands provides innovative and beautiful furniture solutions with a variety of styles for bedrooms, youth bedrooms, living rooms, dining rooms, family rooms and other places where families gather. La-Z-Boy Caseloads brands are available at retailers across the country. For more information, visit [La-Z-Boy/About/Brands](#).

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