



FOR IMMEDIATE RELEASE

Legacy Furniture Company Baker-McGuire Unveils Elevated Branding

*Refreshed Logo, Website, Marketing Assets and More Highlight Company's Evolution
and Commitment to Design Excellence*

CONNELLY SPRINGS, NC (March 28, 2025) — [Baker-McGuire](#), a renowned leader in the luxury home furnishings industry, is excited to announce the launch of its new, elevated brand identity. As a part of a year-long initiative, the company has rolled out a refined logo, enhanced website, and an assortment of marketing materials and assets that reflect the company's distinct evolution. In recent years, Baker-McGuire has ushered in a new wave of modern, boundary-breaking designs while preserving the heritage of its core qualities.

The resulting shifts are subtle yet significant, with nuanced adjustments inspired by Baker-McGuire's sculptural designs, exceptional quality and exquisite materials — including a scalable system to ensure their consistent use internationally. This updated branding comes several years after the two privately held entities, Baker and McGuire — which had been managed and marketed as separate-yet-related companies for more than three decades — officially merged into a single premium resource for designer furniture, lighting and textiles.

Now referred to as Baker-McGuire, the latest brand enhancements – namely the logo mark – refine that visual relationship to balance the elements and aesthetics. Scale and proportion were adjusted, while the core character and recognizability of each brand was maintained. These refinements are now reflected across all print and digital brand materials, ensuring a cohesive and elevated visual identity that truly embodies the essence of Baker-McGuire.

As a part of this work, Baker-McGuire is proud to announce the launch of a refreshed website, designed to showcase these branding changes and to offer an enhanced user experience. Clientele can now more efficiently explore the brands' extensive product offerings, including its noteworthy collaborations with renowned interior designers like Barbara Barry, Thomas Pheasant, Orlando Diaz-Azcuy, Paola Navone, and more.

For more information about Baker-McGuire and its refined brand identity — or its curated collections of fine furniture, lighting, and textiles — visit us at www.bakerfurniture.com and/or connect with us on social media via [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#) #bakerfurniture for Baker or [Facebook](#), [Instagram](#), and [Pinterest](#) #thisismcguire for McGuire.

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About Baker-McGuire: Baker-McGuire is an international home furnishings company known for its rich history, design-driven perspective and material expertise. The organization's two iconic brands — Baker and McGuire — specialize in curated collections of fine furniture, lighting, and textiles, including collaborations with the most distinguished interior designers of our time. Both brands are designed and crafted domestically and in specialty facilities around the world, and they are distributed globally through a network of leading interior design trade showrooms and premium home furnishings retailers. www.bakermcguire.com.

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