



## FOR IMMEDIATE RELEASE

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### **Sherrill Adds New Pieces to Auré: Casual Contemporary with Soul**

HIGH POINT, N.C. – This fall, Sherrill Furniture unveils its latest additions to Auré, a curated whole-home brand inspired by the organic elements of the natural world. Designed for those who embrace both artistry and ease, the line features soft, flowing forms, natural materials, and a warm, inviting presence that elevates everyday living.

Auré draws inspiration from the shapes, textures, and tones found in nature. Natural woods, tactile fabrics, and curved silhouettes invite the outside in, offering a sense of serenity and balance in any space.

“Auré is about more than furniture it’s about cultivating a home that breathes comfort, warmth, and connection,” said Tom Zaliagiris, vice president of sales for Sherrill Furniture. “Auré is about more than furniture, it’s about cultivating a home that breathes comfort, warmth, and connection,” said Tom Zaliagiris, vice president of sales for Sherrill Furniture. “These designs embody a relaxed lifestyle while delivering artisan-level detail and enduring quality.”

With accent pieces that feature organic, fluid lines and a focus on comfort, the Auré reflects today’s desire for interiors that are as livable as they are beautiful. Each piece is crafted in Hickory, North Carolina, by skilled artisans dedicated to creating heirloom-quality furniture that stands the test of time both in style and construction.

#### ***Product highlights include:***

**Tranquility King Bed** - The Tranquility King Bed offers plush comfort and deep channel tufting that flows seamlessly from the tall headboard to the fully upholstered platform frame. Perfect for anchoring a serene bedroom, this bed blends bold presence with inviting comfort.





**Indy Swivel Chair** - The gentle, curved arms and plush, textured upholstery invite relaxation, while the exposed wood frame adds warmth. Designed with a swivel base, this chair provides effortless movement, making it as versatile as it is inviting—perfect for both conversation areas and cozy reading nooks.

**Latitude Dining Table** - The Latitude Dining Table commands attention with its bold architectural presence. Its broad, plank-style top rests on sharp, angled pedestal bases connected by a subtle arched stretcher, creating a look that is both grounded and dynamic.



## ABOUT SHERRILL

Founded in 1945, Sherrill Furniture Brands remains a privately held, family-owned business, now proudly operating under third-generation leadership with the fourth generation already taking root. As a powerhouse in the industry, Sherrill and its esteemed family of brands—including Sherrill Furniture®, Hickory White®, Sherrill Occasional®, Precedent®, MotionCraft®, Whittemore-Sherrill™, Lillian August® for Hickory White®, and Mr. & Mrs. Howard for Sherrill Furniture®—craft high-end, luxury furniture for designers, trade professionals, and leading furniture retailers across the United States and Canada.