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Lane Venture Unveils Flagship Retail Gallery at Furnitureland South

Flagship gallery debuts Lane Venture's brand transformation after a three-year evolution.

JAMESTOWN, N.C. — February 23, 2026 — Lane Venture, the outdoor furniture division of Bassett Furniture Industries (NASDAQ: BSET), is pleased to announce the unveiling of its 4,750-square-foot flagship gallery **at Furnitureland South. The event begins with a ribbon-cutting at 10:00 a.m.** This gallery launch follows a three-year brand refresh. It redefines Lane Venture's visual identity, product design, and retail experience.

The gallery showcases Lane Venture's renewed brand through an immersive retail environment. Every element reflects the company's evolved aesthetic, from custom flooring and refined styling to updated merchandising standards and branded fixtures. Distinct lifestyle environments anchor the space. The Celerie Kemble collection offers a Palm Beach chic aesthetic. An Ernest Hemingway-inspired setting evokes timeless adventure. A bespoke design studio lets clients collaborate with Furnitureland South's design consultants to create personalized outdoor living spaces.

"Furnitureland South has been an outstanding growth partner, and we're thrilled to debut our flagship gallery in their world-class facility," said Schon Duke, Vice President, Sales and Marketing of Lane Venture. "This space represents the complete expression of where Lane Venture is headed — the branding, the product, the attention to detail. Our goal is to bring this experience to branded showrooms and retail partners nationwide."

The gallery serves as the model for Lane Venture's nationwide retail strategy. It establishes a comprehensive prototype for future locations. This strategy includes implementing consistent design, merchandising, and customer experience standards at every Lane Venture-branded showroom, retail partner installation, and trade showroom for dealers and design professionals. By unifying the look, feel, and service model across all venues, Lane Venture aims to deliver a distinctive, recognizable brand experience to customers nationwide.

Furnitureland South, one of the world's largest furniture retailers, has been integral to Lane Venture's growth strategy. The flagship gallery underscores this partnership and Lane Venture's commitment to retail experiences that showcase the quality and craftsmanship of its outdoor furniture.

About Lane Venture

Lane Venture, a leading designer and manufacturer of luxury outdoor furniture, offers comprehensive collections for residential and hospitality clients. Lane Venture is a division of Bassett Furniture Industries, Inc. (NASDAQ: BSET). We merge decades of artisanal craftsmanship with contemporary design innovation. The result is outdoor living spaces of enduring beauty and sophistication. For more information, visit www.laneventure.com

About Furnitureland South

Furnitureland South, located in Jamestown, North Carolina, is one of the world's largest furniture retailers, featuring over 1.3 million square feet of showroom space with an unparalleled selection of home furnishings. With 145 professional design consultants, Furnitureland South delivers personalized service and expertise unmatched in the industry. For more information, visit www.furniturelandsouth.com

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