



AT HIGH POINT MARKET, CARACOLE EXPANDS PROGRAM TO CREATE ONE-OF-A-KIND FURNITURE

High Point, NC, March 28, 2016 – After more than a year of research, [Caracole](#) announced today that it has expanded its [Couture Custom Upholstery](#) program, enhancing the ways that designers can create one-of-a-kind pieces that cause their clients to take notice. At High Point Market, designers will get a preview of fresh, new fabrics, finishes and frames that will roll out over the next six months.

Caracole, known for its high-style, high-value pieces with whimsical names, has seen rapid growth in popularity over the last five years. “The design trade has been one of the biggest factors in the growth of our company over the past few years,” said Caracole’s Director of Couture and Trade Sales, Cameron Ward. “So, we asked designers what they want in the future. They love our designs, but they want options. They want creativity. They want elegance. They want service. And now, we’re delivering it.”

Designed by designers, Caracole is adding more than 18 new frames to give designers more than 50 total silhouettes upon which to unleash their creativity. Ranging from the sleek lines of more modern styles to the curviness of French profiles, designers will find more pieces for every room of the home. Each frame exhibits Caracole’s signature elements in their details, exposed architecture and use of mixed materials, from woods to metals. Frames are available in 30 signature Caracole finishes or any Benjamin Moore specific color.

A fabulous upgrade to the Couture Custom Upholstery program is the addition of more than 300 new fabrics and leathers. Designers can always use their own fabrics, but the exciting new colors, materials and textures available through Caracole have been carefully curated to be on-trend to help designers make a statement. The fabrics come from many different sources and are available in grades one through six. All of the fabrics are guaranteed to always be in stock. Customers can also do COM/COL.



“Designers have helped us grow by more than fifty percent last year,” added Ward. “They have provided valuable input to this program; and we look forward to continually refreshing our selections of frames and fabrics to meet their needs, be current and remain memorable.”

Simply Put is an example of the creativity that can be added to this dramatically angular sofa. The in-back and bench seat have been styled in soft grey leather, while the seat deck and outside have been punctuated in orange leather. Finished in antique silver/gold and accented with shearling pillows, this sofa exudes on-trend style.

“As designers work with us, samples will always be available in our finishes or fabrics,” added Ward. “We know it’s important to show your client exactly how perfect the dining chair, bed, or sofa will be. We want to help you visualize the final piece. Our goal is to make working with your clients as easy as possible.”

“The Caracole Couture custom upholstery program is an invaluable part of our designer and trade sales business and we see opportunity in the Couture program to be more influential with our retailers. Through Cameron’s leadership we have renewed and expanded our efforts in the program as one of the most important aspects of our business overall,” said Caracole President Scott Smith.



For more information, find Caracole on [Facebook](#) (Caracole Furniture), follow them on [Twitter](#), [Pinterest](#) or [Instagram](#) (@CaracoleHome), or visit [Caracole.com](#).

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