

Hooker Furniture

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**HOOKER FURNITURE ENHANCES POPULAR HILL COUNTRY COLLECTION WITH NEW LINEUP OF UNIQUE PIECES & FINISHES**

**COLLECTION RETAINS AUTHENTIC AMERICAN CHARACTER WITH A FRESH NEW PERSONALITY**

**MARTINSVILLE, Va. –** Taking the next step in creating a Hill Country “family” of collections, Hooker Furniture will launch LaGrange at the April High Point Market. The 65-piece anthology of bedroom, living room, dining room, occasional and home office furniture is inspired by the Hill Country region of Texas, including the town of LaGrange, one of the stops made by the Hooker Furniture design team in search of inspiration. The collection includes heavily distressed oak and hickory surfaces, extensive carving and scroll work, aged metals, sedimentary stone and primitive textiles.

“These striking new pieces and innovative finishes will help us build on our success of the Hill Country franchise with fresh looks and improved functionality,” said Pat Watson, vice president of merchandising at Hooker Furniture. “Each new piece has a unique story to tell, while still retaining the authentic American character of the original collection that has struck the hearts of loyal Hooker Furniture retailers and consumers from the very beginning.”

From its inception, the Hill Country concept has had a focus on imparting the rich cultural heritage of the ‘Great American Story’ to families across the U.S. It is heavily inspired by furnishings that European immigrants brought with them, as well as the pieces that were important enough to be the first items they made for themselves after they arrived. The collection’s focus on authenticity helps to connect this common history to the way Americans in all parts of the country live their lives today.

LaGrange is updated with a fresh new personality, brought to life by four distinctive finishes and modern conveniences for today’s lifestyles. Watson said one of the new finishes was inspired by the many antiques that appeared to have been stripped of their finish.

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HOOKER FURNITURE EXPANDS HILL COUNTRY COLLECTION

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The result was Washoff, a dry, medium wood tone that is the lightest of the new finishes. The other finishes include Antique Varnish, a rich dark finish with highlights of natural wear and wood tones, Barnwood, a multi-tone brown finish with heavy distressing emulating wood salvaged from a vintage building and Blue Bonnet, a soft blue accent finish with a rubbed patina inspired by antiques that led rich lives in many homesteads during the Great Westward Expansion.

Headlining Hill Country LaGrange is the stately Bradshaw panel bed that incorporates architectural elements in its 74-inch headboard. The Fayette upholstered shelter bed was inspired by an antique chaise spotted on the design team’s trip to LaGrange. It features extensive nail head trim that accentuates the shapely wood-trimmed headboard and footboard. Other bedroom pieces include a nine-drawer dresser a shaped mirror, a five-drawer chest, a nightstand and an accent bachelor’s chest.

 Key dining room pieces include an 84-inch double-pedestal table that is characterized by its grand base that is reminiscent of architectural corbels, complete with extensive carving. A 60-inch friendship table features distinctive barley twist detailing on the legs.

 Other key pieces in the collection are a 72-inch executive desk, an 83-inch media console and a kitchen island with a stone top.

 The LaGrange Collection can be seen in Hooker Furniture’s showroom during the upcoming High Point Market, April 6-10.

Founded by the Hooker family in 1924, Hooker Furniture Corp. is a designer, marketer, manufacturer and importer of case goods, leather furniture and fabric-upholstered furniture for the residential, hospitality and contract markets. The company also domestically manufactures premium residential custom leather and custom fabric-upholstered furniture through its Bradington-Young and Sam Moore Furniture brands. It is ranked among the nation's largest publicly traded furniture sources, based on 2017 shipments to U.S. retailers, according to a 2018 survey by a leading trade publication. Hooker Furniture’s corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, with showrooms in High Point, N.C., and Ho Chi Minh City, Vietnam. The company operates eight distribution centers in North Carolina, Virginia, California and Vietnam. For more information, please visit hookerfurniture.com.

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