

Hooker Furniture

440 E. Commonwealth Blvd.  
Martinsville, Va. 24112

**FOR IMMEDIATE RELEASE Contact:** Kristin Hawkins

Steinreich Communications

212-491-1600

[khawkins@scompr.com](mailto:khawkins@scompr.com)

**HOOKER FURNITURE TO DEBUT 50+ HOME OFFICE PIECES TO SUPPORT GROWING CONSUMER DEMAND**

**NEW OFFERINGS MEET NEEDS OF TODAY’S EXECUTIVES, TELECOMMUTERS & CASUAL LIFESTYLES**

**MARTINSVILLE, Va. –** As demand for home office furniture continues to grow, Hooker Furniture is expanding its presence in the category with more than 50 new pieces that meet a wide range of home office needs. The new products, which include executive desks, modular work stations, writing desks and executive chairs will make their debut at the April High Point Market.

The new lineup offers a three-tiered approach, each designed with a specific lifestyle in mind. Targeted towards executives and entrepreneurs working from home-based businesses, the executive home office styles provide a professional setting for consumers who need to meet with customers and employees in their home offices. Modular options are available for telecommuters who need a less formal office setting with smaller-scaled workspaces that can be adapted for multiple uses, while writing desks are available for the home office users who simply need a quiet spot to pay bills and handle correspondence.

“Home office has been a staple of Hooker Furniture’s case goods lineup for decades, and this expansive roll-out will allow our dealers to take advantage of a recent uptick in demand for the category,” said Michelle Miller, director of merchandising at Hooker Furniture. “With the rise in telecommuting **–** even at an executive level – we are seeing the need for not only versatile modular options and smaller scaled writing desks, but also for executive home office settings as well. Our three-tiered approach addresses the needs of the various uses, styling and scaling needs of today’s home office consumers.”

The popular Beaumont collection, which features vintage styling that delivers the look of a refurbished antique, headlines the home office rollout with nine new SKUs. The list includes a

-more-

HOOKER FURNITURE TO DEBUT 50+ HOME OFFICE PIECES

PAGE 2-2-2-2

kidney-shaped desk and an adjustable-height writing desk allowing users to work from either a sitting or standing position.

The Woodlands collection, which features classic traditional styling, is getting a new eight-piece home office suite that includes an executive desk, credenza and lateral file, while the new Hill Country LaGrange collection has four home office pieces, including a writing desk and executive desk. Inspired by antique furniture found in the Hill Country of West Texas, the collection features heavily distressed oak surfaces.

In addition, two new dedicated home office collections are being introduced. Repose includes six home office pieces, including a writing desk and executive desk, and four pieces, including a writing desk and lateral file, are part of the new Channing Collection.

The company is also expanding its lineup of executive chairs as part of the home office rollout. Two chairs upholstered in leather with decorative wood trim coordinate with the Beaumont collection, while another was developed to be paired with the Woodlands collection. In addition, seven new versatile designs that work with a variety of collections are being added, including several with gun metal bases and nail head trim.

The new products will be on display in the company’s High Point Market showroom, April 6-10, in space C-1058 of the International Home Furnishings Center.

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.

-30-