

Hooker Furniture

440 E. Commonwealth Blvd.
Martinsville, Va. 24112

**FOR IMMEDIATE RELEASE Contact:** Kristin Hawkins

 Steinreich Communications

212-491-1600

khawkins@scompr.com

**HOOKER FURNITURE ADDS ‘MOVES’ TO STATIONARY UPHOLSTERY**

**NEW CATEGORY BLENDS STATIONARY STYLING WITH MOTION FEATURES**

 **MARTINSVILLE, Va. –** Designed to support the rise in consumer demand for refined styling with high-tech features and functionality, Hooker Furniture has developed a new upholstery category that blends the most popular elements of stationary and motion furniture. Targeting customers who are looking for stylesthat are often associated withstationary upholstery silhouettes, but are also looking for distinctive features like sleepers, power footrests and storage options, the new line of Casual Living pieces are set to make their debut at the April High Point Market.

“Anything that ‘moves’ in the upholstery category is retailing extremely well,” said Joelle Kuhlman, vice president of Hooker Upholstery. “Casual Living was designed to bridge the gap between stationary and motion to help our retailers capture sales from customers who may not be in the market for full motion upholstery silhouettes but want some kind of integrated technology that provides movement in their purchase, whether that be a sleeper, power footrest or unique storage option.

“In addition to functionality, we are also seeing a shift in consumer preference from a design perspective,” she added. “With the rise in popularity of a more eclectic approach to decorating, consumers are looking for the ability to mix stationary and motion seating within the same room. Casual Living addresses this by providing a ‘hybrid’ option that combines the best of both worlds from both a styling and functional perspective.”

Headlining the new category is a high-tech power sleeper sofa with a unique mechanism that allows it to be opened without removing the sofa cushions. Available in both power and manual options, it is covered in a plush performance fabric and also features a storage chaise, adding even more functionality to the piece. Perfect for small spaces, the sleepers have removable backs and are also available in a loveseat or chair-and-a-half footprint. Adding to the versatility, each piece was designed with removable arms, allowing the chaise to be positioned

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NEW CASUAL LIVING CATEGORY HEADLINES HOOKER UPHOLSTERY INTROS

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on either side to accommodate many room layouts. The program is in stock and available as part of the company’s domestic warehouse program in a choice of two 100 percent top grain leather colorways.

The Casual Living rollout also includes two leather seating styles that are available as stationary or power motion pieces **–** which allows the consumer to combine stationary and motion seating within the same room **–** and a stationary seating group with power footrests.

In addition to the new Casual Living category, Hooker Upholstery’s April introductions include eight motion seating groups, three stationary seating groups, five recliners and more than a dozen club chairs and executive home office chairs.

 Motion groups feature top-grain leather covers and casual contemporary styling with power headrests and reclining mechanisms. A new motion sectional with power lumbar units will also be introduced.

 Stationary upholstery introductions are headlined by a transitional seating group with a 119-inch sofa that is available in two leather covers, and a second transitional group with a vertical channel pattern on the back and inside arms.

 Recliner introductions include several models with top-grain leather covers and various power options including headrests and/or lumbar units. The new recliner styles will be warehoused domestically for quick delivery.

Targeting a more design-oriented consumer, the new silhouettes feature unique details such as braided leather welts, laced leather trims and leather-covered reclining actuator buttons. The company will also broaden its leather selections with a few unexpected leather colors including dark olive and a range of blues from denim to sky blue.

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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