

Hooker Furniture

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**HOOKER FURNITURE CAPITALIZES ON DOWNSIZING BOOMERS & FIRST-TIME HOMEOWNERS WITH VERA CRUZ COLLECTION**

**SMALLER SCALE, CLASSICALLY STYLED PIECES ADDRESS VOID IN MARKETPLACE**

 **MARTINSVILLE, Va. –** Targeting consumers who love American traditional styling but don’t have space for many of its expansive pieces, Hooker Furniture has developed the Vera Cruz Collection, a whole-home lineup with traditional styling on a smaller scale.

The 47-piece collection includes offerings in bedroom, dining room, occasional, home office and home entertainment furniture – in addition to several distinctive accent pieces – and comes in a classic Rosecliff russet brown finish that highlights the natural elements of the oak, walnut and maple veneers, and poplar solids used in the collection.

“Whether it’s Baby Boomers who are downsizing or Millennials buying their first home, the move toward smaller, more efficient living spaces is pervasive,” said Pat Watson, vice president of merchandising at Hooker Furniture. “This smaller-scaled collection takes the best design elements of classic American traditional styling and incorporates them into a comfortable, casual look that is softened for today’s modern consumer, with just a touch of formality.”

Watson said the Vera Cruz Collection was inspired by the company’s successful Woodlands Collection that was introduced last year and was patterned after pieces found in mansions of the gilded age during the late 19th century and early 20th century.

“Our dealers are seeing increased demand for smaller-scaled pieces with traditional styling, and Vera Cruz fills that niche in our product line,” said Watson. “Consumers moving into smaller living spaces don’t have room for many large pieces but still want their home to reflect their classic and elegant, yet casual tastes.”

The primary Rosecliff russet brown finish is slightly distressed and utilizes subtle hand-planing to create depth, while tabletops are soft to the touch due to hand-rubbing. Several accent

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HOOKER FURNITURE TO LAUNCH VERA CRUZ COLLECTION IN HIGH POINT

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pieces are featured in one of two lighter finishes called Belcourt and Brushed Plaster. Belcourt has a lower sheen in a chalky white tone, while Brushed Plaster is a painted finish that mimics the texture of artisanal plaster. Each presents a striking contrast when paired with Rosecliff.

Key dining pieces in the collection include an 86-inch double-pedestal rectangular dining table with two 22-inch leaves and inward scroll legs. The 54-inch round dining table has outward scroll legs and comes with one 24-inch leaf. The collection features three styles of dining chairs with both wood and upholstered options.

The dining room lineup also includes a display cabinet with Victorian-inspired arched doors, a sideboard with carved legs and leather door fronts, and stools that are available at counter height or bar height.

Bedroom furniture is headlined by a shaped panel bed with an adjustable headboard that can be customized from a height of 82- to 88-inches and an upholstered bed with a shelter headboard that is 86-inches in height. Also available are a seven-drawer dresser, a five-drawer chest, a three-drawer nightstand, a two-drawer highly shaped bachelor’s chest and a 26-inch wide bedside “telephone” table.

Additional key pieces in the collection include a 60-inch friendship table with two 12- inch leaves that can be used at dining or counter height, a carved entertainment console, a carved accent chest, and a 58-inch writing desk.

Vera Cruz will be on display in the company’s showroom, space C-1058 in the International Home Furnishing Center, during the upcoming High Point Market.

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, MARQ and Sam Moore Furniture brands. It is ranked among the nation's largest publicly traded furniture sources, based on 2016 shipments to U.S. retailers, according to a 2017 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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