

HICKORY CHAIR®

FOR IMMEDIATE RELEASE

HISTORIC NEW FABRIC LAUNCH SETS THE STAGE FOR THE FUTURE

High Point, NC—October 18, 2019— This fall, the 108-year Hickory Chair Company has made a historic investment to expand its fabric collection with 108 thoughtfully selected new fabrics, leathers and trims. These strategic new introductions have strengthened Hickory Chair’s reputation for its intelligent textile collection that is made up of relevant color, texture and pattern that create a cohesive assortment. The company has always ensured that its fabric collection has a sensibility that allows a designer to easily create an inspirational color palette for their client.

As a luxury brand, Hickory Chair has always understood that one must have a clear vision for the future and never to follow trends. Inspiration is found each season from high end fashion, art and nature that translate into color, texture and pattern that Hickory Chair believes will resonate to the design community. Each season Hickory Chair’s design team of Skip Rumley, VP Creative Design and associate, Grace Cobb, Fashion Manager, meet with new and existing textile mills, tanneries and trim suppliers to not only view their new selections, but also collaborate with them to create custom hues and exclusive new fabrics. “We do not want to add trendy fabrics to our collection,” states Rumley. He continues, “we want our fabric collection to be a place where beautiful, relevant solutions are found by designers for their projects. A collection that has current hues, textures and patterns that complement each other.”

This fall the extensive fabric collection reflects feedback from its Hickory Chair University graduates. During collaborative sessions where the management and creative team engage with its guests, needs were identified to enhance the fabric collection. “We have always looked for a great construction and hand in a specific color that will work back to our assortment,” states Grace. She continues, “We learned from our customers that they wished for additional colorways to add depth to some of our best-selling existing fabrics. As they work directly with their clients, their feedback provides invaluable insight as we design the architecture of our textile collection.”

Velvets continue to be very important to both the design and retail community. Several new velvets with numerous colorways and were added this season. The specific velvet patterns were selected to give not only additional price-points but new textural options. A beautiful high-end



cotton velvet in eight colors is the jewel of the velvet introduction this fall. A similar thought process guided Grace and Skip as they selected silk, linen and other textural body cloths. “We have not had silk and faux-silk options in our collection for the past few years,” states Grace. She continues, “We believe that silky textures are becoming important again as we are witnessing a resurgence in our more traditional furniture styles.”



Some of the most decorative textiles added this season include a rich faux fur in a white and also a soft pink colorway. While designers love sourcing prints and elegantly embroidered fabrics as COM from great fabric houses, we searched to find a few enticing print and embroidered fabrics that we felt worked back to our assortment and provided great solutions to both retail sales associates and interior designers. A grouping of plaids, checks and geometrics in a variety of colorways complement the wonderful ground cloths and new prints. “We want to have our bases covered,” says Grace. She continues, “We want to be a rich resource for designers to build projects upon without having to search fabric houses and the internet for inspiration.”

This fall a new Hable® pattern in three distinctive colorways entitled Hearts has been created to expand the Hable fabric collection. The “Hearts” colorways are aptly named Vanilla, Pepper and Smoke. As Hickory Chair prepared to celebrate its 100th anniversary in 2011, the company boldly become the industry’s first furniture manufacturer to introduce a licensed fabric collection with Hable Construction® when it introduced the Hable fabric collection at the October 2010 market. This collaboration with Hable Construction matched two companies who share not only a passion for American manufacturing but more importantly, the uniqueness of custom design. This shared sensibility has come together to create a collection of exclusive fabrics that are woven in western North Carolina thirty minutes from the Hickory workroom where the Hable furniture collection is made. “We love creating new textiles for Hickory Chair,” states Susan Hable. She continues, “collaborating with Skip and Grace to create new exclusive patterns and colors is an exciting process for us. We are proud that the collection is now nine years old and that we have had the ability to create distinctive designs are only available through Hickory Chair.”



“You can feel the celebratory tone throughout the showroom from the upbeat colors, new hand-painted pieces, the expansive fabric introduction and new furniture introductions,” states Kevin Bowman, president. He continues, “It is a bold statement about what we think the future holds for our company and our artisans, design partners and our network of loyal interior design and retail customers. We know we are fortunate to not only celebrate 108-years of American craftsmanship but also for the past year, local ownership by Rock House Farm. This has allowed us to focus on implementing benefits and services for our employees while focusing on quality, service and on-time delivery which hovers at 97%. We control our destiny and are excited about the bright future we are crafting for decades to come.”

We invite you to join us on Saturday, October 19th from 4-6 pm at the Hickory Chair Showroom in High Point, North Carolina, as we celebrate the twentieth anniversary of Hable Construction, the new expansive fabric launch and our beautiful new Hable for Hickory Chair furniture collection. The Hickory Chair Showroom is conveniently located in the historic Market Square building on the 3rd floor.

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About Hickory Chair

For more than 100 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. Inspired by such historical sites as Winterthur Estate and the James River Plantations, as well as by noted furniture authorities such as Suzanne Kasler, David Phoenix, Susan Hable, Ray Booth and Mariette Himes Gomez, Hickory Chair’s hallmark is luxurious yet livable furniture that’s made to order and made to last. Please visit hickorychair.com for product information, or contact Social@hickorychair.com with special requests. Hickory Chair, LLC along with its Pearson brand, is a wholly owned subsidiary of the Rock House Farm Family of Brands.

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Showroom Location: Market Square, 3rd Floor Space 314

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