

HICKORY CHAIR®

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HICKORY CHAIR TRADE SHOWROOM EXPANSION

High Point, NC—October 14, 2019— With its unique ability to serve the interior design community, Hickory Chair is boldly expanding its network of to-the-trade showrooms. As over 90% of its entire assortment of wood products and upholstery is made in its Hickory, North Carolina workroom, the company has become a true destination for interior designers with its ability to create personalized one-of-a-kind furniture.

On September 12, 2019, the company unveiled its beautiful new showroom on the 16th floor of the New York Design Center during its “What’s New What’s Next” event with a very special interview of Ray Booth by Jacqueline Terrebone, Editor-in-Chief of Galerie magazine. This elegantly appointed new showroom is the crown jewel of the company’s corporately-owned locations. The other corporately owned locations are conveniently positioned in Chicago, Troy and San Francisco.



With determination to provide interior designers access to inspirational displays that showcase the company’s extensive product selection and ability to create one-of-a-kind wood and upholstery products, President, Kevin Bowman, began negotiations with entrepreneurs to create licensed Hickory Chair Showrooms in key markets around the country. The Hickory Chair Naples licensed showroom is the first to hold its grand opening. On September 24, 2019, this free-standing 7,000 square foot licensed Hickory Chair Showroom was filled to capacity with interior

designers. Emilio Sadez, owner, shares “We have had the privilege of representing Hickory Chair to-the-trade in southwest Florida for over 15 years. We are excited to take this relationship to the next level with our new Hickory Chair Showroom. Everyone involved with this iconic brand from the craftsmen to the designers are true professionals and we look forward to work closely with them as they continue to raise the bar.”

Partnering with entrepreneurs across the country, Hickory Chair will have a network of beautiful licensed showrooms that will inspire and engage the local design community. “Emilio has created a beautiful showroom in southwest Florida with a talented and experienced sales staff,” states Bowman. He continues, “We look forward to revealing new showrooms like Emilio’s elegant new Naples showroom that will become destinations for fashion and made to order furniture for the designer and their client.”

Over the next few months, a series of new licensed Hickory Chair Showrooms will open in strategic major markets around the country. While each partner invests in the acquisition of a showroom to operate as a Hickory Chair Showroom, the company will invest in best of class marketing support. Each location will enjoy a company provided website and individualized digital marketing campaigns targeted to their specific area. Each Hickory Chair Showroom will have priority to hold events with the company's design partners including Suzanne Kasler, Ray Booth, David Phoenix and Susan Hable. As an ASID Industry Partner, the company will give priority to these showroom partners to attend Hickory Chair University events at the company's Hickory, North Carolina workroom where graduates earn 6 CEU credits. "We believe that our aggressive marketing and educational support program will help each location become a destination in their community," states Laura Holland, VP Marketing & Communication. She continues, "we believe that we can provide personalized websites and marketing campaigns that will allow the staff to focus their efforts on finding products that solve designer's needs. This collaboration will ensure a bright future for the talented artisans and craftsmen that fill our 108-year old workroom."

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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

Facebook: HickoryChairFurniture

Instagram: @HickoryChair

Twitter: @HickoryChairCo

Pinterest: HickoryChairCo

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