

# CHADDOCK

— For Immediate Release —

## CHADDOCK FURNITURE WORKROOM INTRODUCES NEW DESIGNER-FOCUSED COLLECTION WITH MARK D. SIKES

— *Dozens of Customizable New Pieces Debuted During Live Digital Launch* —

**MORGANTON, N.C. (May 6, 2020)** — Chaddock Furniture Workroom announced today the launch of its highly anticipated collaboration with interior designer Mark D. Sikes.

Known for his all-American sensibilities and fresh take on classic aesthetics, Sikes' beautiful interiors, textiles, women's fashions and books have made him one of today's most acclaimed design personalities. They have also made him a fixture in traditional media like *Architectural Digest* and *House Beautiful* as well as a favorite on various social media platforms.

"This partnership felt right from the beginning—since I first met with Andrew and the Chaddock team," said Sikes. "From their approach to service to their passion for artisan-made, custom furniture to their love of classic all-American, California design—this partnership couldn't have been a better fit.

Drawing on his past success as a merchandiser and retailer, Mark's eye for timeless beauty and scale is evident across the new furniture collection, as is his thorough understanding of Chaddock's industry-leading customization capabilities. The wide-ranging mix of easily personalized pieces reflect the tastemakers' passion for *curating, collecting and customizing*—as well as his penchant for inspiring others to embrace those three practices for themselves.

Luxe materials and finishes infuse the range with color and texture, including 12 featured paint options from Farrow & Ball, classic rush and caning accents, and impeccably tailored tufts and skirts. Designer-inspired treatments abound as well: elements like slipcovers, ties and tassels make it easy to add custom charm.

"There's a magic to Mark's work," Chaddock CEO Andrew Crone said about the new introductions. "He understands the power of timeless lines and personalized details, but in a way that customers and clients understand them, too. That sensitivity to designer needs and client expectations make him a wonderful partner for us."

Mark joins David Easton, Larry Laslo and Mary McDonald as the fourth Signature Designer working with Chaddock and contributing to the company's portfolio of hand-crafted custom furniture designs.

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**For more information about the new collection, visit:**

[chaddockhome.com/mark-sikes](http://chaddockhome.com/mark-sikes)

**To view the sourcebook for the collection, visit:**

[https://issuu.com/chaddockhome/docs/mark\\_dsikes\\_sourcebook\\_2020](https://issuu.com/chaddockhome/docs/mark_dsikes_sourcebook_2020)

## **About Chaddock Furniture Workroom**

*Chaddock Furniture Workroom offers a diverse portfolio of truly customized furniture, upholstery, cabinets, hardware and lighting that can be crafted in weeks—and will last for generations. Passionate about process, our talented artisans not only create high-quality heirloom furnishings, we collaborate with designers, architects and homeowners to help craft enduring personal stories. Nearly 90 percent of Chaddock products are designed and made to order in Morganton, N.C. For more information, visit [chaddockhome.com](http://chaddockhome.com) and follow on [Instagram @chaddockhome](https://www.instagram.com/chaddockhome).*

## **About Mark D. Sikes**

*Mark is an esteemed interior designer working on admired projects throughout the United States and around the world. Sikes is known for creating beautiful and timeless interiors that embody a mix of American and European, traditional and modern as well as new and old sensibilities. Sikes' work has been featured in Architectural Digest, Veranda, House Beautiful, the Wall Street Journal, Milieu and Domino, among others. His New York Times bestselling book, "Beautiful: All-American Decorating and Timeless Style," debuted in 2016. For more information, visit [marksikes.com](http://marksikes.com) and follow on Instagram [@marksikes](https://www.instagram.com/marksikes) and [@marksikes\\_interiors](https://www.instagram.com/marksikes_interiors)*

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