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**Nathan Anthony Adds Upholstery Styles for Fall High Point Market**

More Award-winning Designs for the U.S.-based Lean Manufacturer

HIGH POINT – Nathan Anthony adds several new upholstery silhouettes and fabrics in time for the fall High Point Market, Oct. 22 to 26, in the company’s InterHall showroom, IHFC IH-505.

Introductions include:

* **Avalon Collection**: Inspired by its popular Minx collection launched last April, upholstery resource Nathan Anthony introduces a variation of the theme. Avalon features a 99” wide 2 over 2 sofa with handsome angled arms and a roll-over, down-stuffed arm treatment resembling a cozy pillow. Delicate steel tubular legs anchor the arm in an on-trend modern brass. Same-style wood legs are also available in 9 different stains and three metal finishes. An accent chair, an ottoman and several modular options are included.
* **Andrew Collection**: At 112-inches wide, Nathan Anthony’s new “3 over 3” cushion sofa is a contemporary silhouette floating effortlessly on a plinth wood base. Available in 9 finish options, Andrew sports an arm that floats outside the seating frame. The front rail extends beyond the arm for additional leg support. A matching occasional chair and sectional are included in the collection.
* **Korz chair**: The unique design detail that defines the Korz chair’s distinctive V-shaped back is its steel frame, powder-coated in a Gold finish, setting off the sumptuous black leather cover. A cantilevered seat floats above the frame adding to the overall sense of drama.
* **Baron bed:** Designed to envelope sleepers in comfort, the Baron bed features deep, horizontal channel tufting on the headboard, combined with wooden side wings sheathed in a layer of knife-edge fabric. The result is a luxurious feel similar to that of the finest yachting upholstery.
* **New velvet and chenille fabrics** in rich neutral tones, combined with vibrant accent fabrics in blue peacock, praline yellow and emerald green, boost Nathan Anthony’s expansive fabric assortment. “I”m in love with the soft low-pile comfort these fabrics offer,” said Nicole. She added that Nathan Anthony rolls out a new “color swapping” tool this market that will enable website visitors to apply up to 10 curated cover choices on select models, for easy visualization of various fabric options.

A robust design process gives Nathan Anthony access to continual innovation. In the past year, according to CEO Khai Mai, substantial investments were made in new computer-controlled machinery. The company also implemented a Lean strategy, with a just-in-time manufacturing system to improve efficiencies and cut waste.

“The new system enables our craftsmen to produce incredibly complex designs with repeatable precision each and every time,” Mai said. “Because the parts they need are ready at the workstations, they can focus more attention on quality and detail. Our efficient process also helps us during the design stage, since we can make very subtle adjustments to prototypes and make each piece the very best it can be.”

In September, Nathan Anthony earned recognition for its limited edition Elan/S chair, receiving the Best Chair Design award during the International Architecture and Design competition ceremony in London, sponsored by *design et al*, a U.K.-based design magazine. Judged by the online votes of industry professionals, magazine subscribers and the public, the competition celebrates the best in interior design, architecture and product innovation from around the world.

On Oct. 24, the results of the 21st annual Pinnacle Awards will be announced at a gala hosted by the American Society of Furniture Designers. Nathan Anthony’s Elan bed, part of a collection designed by Nicole and inspired by the Dutch De Stijl artistic movement, is a finalist in the bedroom category.

**HIGH-RESOLUTION IMAGES AVAILABLE:**

<https://www.dropbox.com/home/NA_Fall_2016_Intros>

**FOR QUESTIONS ABOUT THIS PRESS RELEASE, PLEASE CONTACT LESLIE NEWBY** [leslie@workthebrand.com](mailto:leslie@workthebrand.com) **or 336-207-4623**

**About Nathan Anthony Furniture**

Founded in 2005, Nathan Anthony (www.nafurniture.com) produces award-winning contemporary furnishings at its own factory in Los Angeles. Lead designer Tina Nicole has been recognized for design excellence in 2016 and 2015 with two International Product Design awards by the peer-reviewed, *design et al* International Architecture & Design competition in the U.K., and by the American Society of Furniture Designers (ASFD) with 2016 and 2012 Pinnacle Award nominations. In addition to its upholstered furnishings focus, Nathan Anthony grows as a lifestyle furnishings resource with the introduction of accent tables and rugs.