

# UNIVERSAL

EXPLORE HOME™

FOR IMMEDIATE RELEASE

SHOWROOM: 101 S. Hamilton

Contact: Mary Leigh Howell  
[ml@maryleighhowell.com](mailto:ml@maryleighhowell.com)  
(336) 317-7713

## **MODERN by Universal**

**HIGH POINT**, N.C., October 11, 2016 – Less is more. And this season, more is **MODERN by Universal**, a sophisticated, clean and simple collection that's bold and a bit daring. It honors its roots in Modernism but doesn't replicate midcentury style. The focus is on livability and usability, making it comfortable enough for every day.

While Midcentury Modern evokes a definitive style, Modern by Universal was developed to serve as a flexible furnishing base with room for interpretation by retailer, designer and consumer. The collection represents a wide range of aesthetics and depending on merchandising options, it can be conservative or glamorous, relaxing or invigorating, neutral or colorful.

"Modern represents a new style category for us. It's our interpretation of what modern can be," said Universal Furniture CEO Jeff Scheffer. "With complete offerings for bedroom, dining and living, it's also the collection that confirms our position as a whole home resource. We are very excited with initial reaction and believe the collection helps showcase our capabilities as a vertical manufacturer."

"Beyond the product, we provide digital assets to help support the story online and in social media," said Universal Furniture Director of Marketing Neil MacKenzie. "Our ongoing development of photography and website content allows retail partners to maximize investments they are making in store."

The collection's 60-plus casegood pieces are shown with more than 20 custom coordinated modern upholstery designs. Styles include sled-base dining chairs, track arm sofas, a sinuous chaise and several leather-accented chairs you'd swear we lifted from Don Draper's office.

Collection characteristics:

- Restrained forms, favoring function and eschewing ornamentation.
- A visual emphasis on strong horizontal and vertical lines.
- A natural appearance of materials – seen in wood, metal and fabric choices.

--more--

Standout details:

- Canted, mitered corners in select case pieces
- Quartered oak and mahogany veneers
- Floating drawers
- Faux shagreen trim and drawer fronts in select case pieces

Signature pieces:

Six beds set the character of the collection, three in dramatic scale.

- An upholstered, tufted bed with vertical wings spanning 13 feet
- An over scaled, rectangular brass poster bed with a gray velvet, channel-tufted headboard.
- A metal framed panel bed with faux shagreen inserts.

Distinctive dining tables:

- Mahogany surface supported by antiqued bronze, intersecting rectangular legs
- Round, sandblasted tabletop with intersecting ribbed metal legs.
- Rectangular mahogany table with starburst veneer and square brass legs that pierce the tabletop.

Original mirror designs:

- A 5-foot-tall wall accent composed of 42 small, circular mirrors, each edged in metal.
- A rectangular floor mirror with faux shagreen frame reaching over 6 feet tall.

Finishes

Modern by Universal is primarily a finish and hardware story. Textural sandblasted and wire-brushed finishes were developed and refined using complex layering techniques, and variations of color and sheen to achieve a dry, casual optic. There are several distinct colors in the finishes, though all are neutrals, which work together naturally, even within the same room. Each one is rich in character and texture, letting the material speak for itself.

Wood finishes are complemented by metal and leather accent finishes.

Sandblasted - Sandblasted finishes expose the open grain of the wood, more so than the wire brushed finishes in the collection.

- Quartz - cool white
- Flint - light gray
- Charcoal - dark gray

Wire brushed - In an effect similar to sandblasted, but with more subtlety, the wood is abraded by hand to achieve an aged look.

- Portobello- a rich brown, often paired with shagreen panels and metal trim

Smooth wood

- Mahogany - Quartered mahogany with a smooth, polished sheen

Leather

- Faux shagreen

Metal

- Antiqued bronze
- Brushed brass

Hardware

Antiqued bronze drawer pulls, cabinet handles and dining table accents feature ribbed detail are paired with sandblasted and wire-brushed woods. Sleek brushed brass hardware gives a mid-century metropolitan feel to mahogany finished furnishings.

**About Universal**

Universal Furniture creates quality furnishings for the whole home with a focus on function and lifestyle. The company's casegood, upholstery, accent and accessory designs are developed under the brand names Universal Furniture (Lifestyle Collections), To The Trade (Interior Design) and Smartstuff™ (Baby and Child), and sold through retailers and interior designers throughout North America and around the world. Founded in 1968, Universal Furniture is a brand of Samson Holdings, one of the world's largest vertically integrated furniture manufacturers. For more information, please visit [www.universalfurniture.com](http://www.universalfurniture.com), or find us on Facebook, Instagram, and Pinterest [@UniversalFurn](https://www.instagram.com/UniversalFurn).

# # #