

CENTURY[®]



CASA BELLA

With a unique combination of design elements and materials, Century introduces Casa Bella, a collection rooted in classic design with a fresh, casual perspective.

High Point Furniture Market (April 2018)—As our industry evolves the product pendulum has swung from the very traditional of two decades ago to the very contemporary styles we are seeing now. This swing of time and design is constantly in motion, and today we see a shift back towards a more classic lifestyle. Yet while we see this shift we know that the pendulum never swings back to the same place. Home trends and



C5H-462, Casa Bella Bar Cabinet in Casa Bella Finish, Suggested Retail \$7497

customers have deviated from the ultra formal rooms of the nineties to the much more casual and comfortable living spaces we see today.

Casa Bella is a collection designed for these spaces, between the modern and traditional lifestyles with a much more casual intention. transitional designs mix with items that have continental elements, creating a fresh approach to today's interiors.

Crafted from solid oak, and oak veneers with accents of walnut and burl, the group features a washed grey finish that feels soft and earthy. The transparency of the finish showcases the beautiful wood grains and complements the antique silver metal used throughout on both the hardware and as accents on the cases. The metal ranges from smooth to textured based on the design.

Patterns of walnut in star formation found on key cases throughout Casa Bella speak to the European influences, and blend with cleaner elements on the cases to create a more transitional feeling.

"Casa Bella is all about the subtle place between transitional and more European designs," explains Chad Philips, Director of Century's Case goods Division. "There is a balance in the design elements, that works in concert with the Oak and walnut to create even more interest."



C5H-612, Casa Bella Accent Table in Casa Bella Finish, Suggested Retail \$1155



C5H-622, Casa Bella Chairside Table in Casa Bella Finish, Suggested Retail \$1650



C5H-403, Casa Bella Three Door Credenza in Casa Bella Finish, Suggested Retail \$5397



C5H-603, Casa Bella Cocktail Table in Casa Bella Finish, Suggested Retail \$2550

“This collection is versatile,” says Comer Wear, VP of Marketing for Century. “Stylistically it speaks to a range of consumers living between the ultra contemporary and formal traditional lifestyles.”

Regardless of lifestyle, Century Furniture’s Casa Bella collection is sophisticated casual design, and Century portrays it beautifully in their new showroom this market. With moderate scale, a range of forms and beautiful finishes, this is a collection that grabs your attention. “This is furniture designed and made for the way we want to live,” says Wear. “Stylish but relaxed. Casa Bella gives us pieces to create our own casual, chic lifestyle no matter where we choose to live.”

CENTURY FURNITURE

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To download high resolution images of the furniture in this release please visit www.centuryfurniture.com/designerstudio. Login using **MARKETING** as your login and password. Additional photos become available as photography is completed, so we invite you to visit the website periodically. For more information please contact Jillian Fagan, Marketing Coordinator, (828) 328-1851 or jfagan@centuryfurniture.com.

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