

HICKORY CHAIR®

FOR IMMEDIATE RELEASE

RAY BOOTH® FOR HICKORY CHAIR COLLECTION TO BE UNVEILED THIS SPRING

High Point, North Carolina, March 8, 2019– It is with great excitement Hickory Chair announces its collaboration with acclaimed interior designer Ray Booth to create a comprehensive furniture collection which will be officially unveiled at the April 2019 International Home Furnishings Market in High Point, NC.

This expansive new collection of bedroom, dining room and living room furniture is a true collaboration between Ray and the talented Hickory Chair team. This distinctive collection will add a new dimension to Hickory Chair's exclusive position as a style leader while complementing its existing collections and products.



Hickory Chair and Ray's common respect for design, work ethic and love of American made furnishings served as the perfect foundation for their collaboration. This inaugural furniture collection will reflect Ray's philosophy that a home should be felt as much as seen. It is at the intersection of where modern meets antique that serves as the exciting place from where he creates. The craftsmen at Hickory Chair are inventive and passionate about creating furniture in its 108-year workroom in order to serve the needs of interior designers worldwide. Over 90% of the complete Hickory Chair assortment is American-made. This competency has allowed Ray to design pieces that reflect his love for beautiful metal work, rich woods and a range of finishes to allow personalization for his clients.

"It has been an amazing journey over the eighteen months as Ray and our craftsmen have tirelessly collaborated on each piece of the collection. Ray's clear vision has been a true gift as each piece has been designed, engineered and made," states Kevin Bowman, President. He continues, "The luxe materials including metal, luxurious veneers, leather and fine textiles have allowed our craftsmen to create extraordinary new forms that we are confident will delight Hickory Chair enthusiasts everywhere."

"I look forward to revealing my collection with Hickory Chair at High Point market," states Ray. As I've traveled this past year for the launch of my book, *Evocative Interiors*, and had the opportunity to meet people from all different parts of the country, I found that everyone really longs for "home"....my hope is that this new collection will be a source of continued inspiration that challenges us to re-think our expectations of home and how we interact with our furnishings, as well as the very forms and materials themselves."

The Ray Booth Collection is the marriage of diverse materials such as beautiful metal work and rich woods. Ray's background in architecture and interior designs is manifested beautifully in this collection he has

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created, blending classic and modern forms that will stand the test of time. From drinks to dining tables, handsome materials are applied to forms that allow for different heights, multiple functions, and sizes. The modern upholstery joins hand crafted domestically made metal bases with luxuriously comfortable modern upholstery. Couture-like detailing such as blind biscuit-tufting, subtle weltless trim on throw pillows and cushions as well as finely tailored top-stitching along the edge of an arm adds crispness to the upholstery. Hand-shaped hardwood frames create the foundation for each new upholstered form. With the talents of the Hickory Chair craftsmen and their woodworking prowess, the exposed wood new introductions have been hand-made in the Hickory, NC workroom.

A sneak peek of this distinctive collection was revealed at the annual Nashville Antiques and Garden Show that was held from February 1st through 3rd, 2019. This new Ray Booth setting was donated to the silent auction to support the Cheekwood Estate & Gardens Foundation and the Economic Club of Nashville Charities.

On Saturday, April 6th at the Hickory Chair Showroom in High Point, North Carolina, Veranda Magazine will partner with Hickory Chair for a series of events to celebrate the launch of the Ray Booth Collection. We invite you to join us for a book signing of Ray's 2018 bestselling new book, *Evocative Interiors*, from 2 to 4 pm on Saturday, April 6th at the Hickory Chair Showroom. Immediately following the book signing at 4 pm, we invite you to join the launch festivities as we raise our glass to Ray Booth and to Steele Marcoux, the new Editor-in-Chief of Veranda, as together we celebrate the launch of this beautiful new collection. The Hickory Chair Showroom is conveniently located in the historic Market Square building on the 3rd floor.

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About Ray Booth

An Alabama native and alumnus of Auburn University's School of Architecture, Ray Booth began his career as an intern at McAlpine. Moving to New York soon after, he had successful tenures in the offices of such distinguished design talents as John Saladino and Clodagh. A decade later, reuniting with Bobby McAlpine, his former professor, Ray returned to McAlpine as a partner in its interior design firm. These days, Ray divides his time between the firm's Nashville office and its expanded New York office, which allows him to keep one foot in the city and other in his native south.

Ray is the author of *Evocative Interiors*, his bestselling first book published by Rizzoli in 2018. Ray's work has received significant recognition from the nation's most prestigious publications, including covers of *Architectural Digest* and features in *Elle Décor*, *Veranda*, *Milieu*, *Wall Street Journal*, and *Vogue.com*.

In 2019, Ray Booth will launch his inaugural furniture collection with Hickory Chair and his first accessory and lighting collection with Arteriors.

With an undimmed passion for beauty, Ray shares his life and homes in New York and Nashville with his husband John Shea.

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 Mariette Himes Gomez, Albert Sack, Suzanne Kasler, David Phoenix, Susan Hable and now Ray Booth, 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 HC.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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For Immediate Release

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Showroom Location: Market Square, 3rd Floor Space 314

Facebook: HickoryChairFurniture

Instagram: @HickoryChair @rayboothdesign @mcalpinehouse

Twitter: @HickoryChairCo @rayboothdesign @mcalpinehouse

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