

H E N R E D O N

For Immediate Release

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HENREDON ANNOUNCES EXCITING NEW DESIGN PARTNERSHIP WITH MARK D. SIKES **Los Angeles-based designer brings California Style to luxury icon**

High Point, NC— January 18, 2016 - Henredon proudly announces a new partnership with Los Angeles-based interior designer, Mark D. Sikes. The collection will debut at the October 2016 International Home Furnishings Market in High Point, North Carolina, and will include bedroom, dining room and living room furniture.

Mark describes his style as, “Timeless yet spirited; simple, classic and All-American. My interior projects reflect the California lifestyle, updated with modern American and European influences. I am excited for my new collection with Henredon to include a bold selection of bedroom, dining room and living room furnishings reflecting two distinct customer targets – one focused squarely on the needs of interior designers today and the other unmistakably luxury retail”.

The collection is based around Mark’s own designs and signature pieces he has collected over the years. It’s traditional in its roots, yet has a modern and eclectic mix that makes it feel both fresh and relaxed. The proportions have attitude—nothing is stiff or uptight. Everything is comfortable yet refined with great care to details. Mark’s signature touches for embracing indoor and outdoor living for every climate are seen throughout. And, like Mark’s design work, the collection is a perfect balance between feminine and masculine, formal and casual, old and new, understated and bold.

Mark has been featured on the cover of magazines such as Veranda and House Beautiful as well as featured in Architectural Digest, Domino, Luxe, Traditional Home, LONNY and C Magazine. He recently received accolades for his beautifully decorated red dining room at the 2015 Kips Bay Show House and for his Garden Halls at the Greystone Show House in Beverly Hills this Fall. Mark’s inspirational room from the Greystone Show House is featured in the current issue of Luxe. In 2016 Mark’s first book is set for release along with his new Henredon furniture collection. In addition to several product collaborations, Mark has multiple interior design projects throughout the United States including homes in New York, Nashville, Montecito, Los Angeles and San Francisco. He recently completed his collaboration with Reese Witherspoon to design her first retail store, Draper James, in Nashville, Tennessee and this September his work was seen on the sets of Nancy Meyers latest film, The Intern.

Henredon is a Platinum Sponsor of the annual DIFFA Dining By Design event that will be held March 17-21, 2016 at Pier 92 in New York. Henredon is pleased to announce that Mark was chosen to be the

featured designer of space. In collaboration with Henredon, Mark will showcase a pair of dining tables and companion chairs from the October 2016 Mark D. Sikes inaugural furniture collection.

“As we begin our seventy-first year, we are confident that the Mark D. Sikes Collection will provide our network of loyal Henredon dealers an impressive array of distinctive new products that will resonate with connoisseurs all over the world,” states Paul Peters, Senior Vice President of Merchandising, Heritage Home Group. He continues, “We have great appreciation for Mark’s fresh aesthetic and how it will both complement and expand the broader Henredon product line.”

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About Henredon:

An American Luxury icon, Henredon was created when four talented businessmen in Morganton, NC, came together with the belief and determination that they could make better furniture. Seventy years later, the Henredon brand carries the same master craftsmanship so important to its founders. While its heart is first and foremost an American brand, Henredon enjoys a loyal fan base in luxury centers around the world. Headquartered in High Point, North Carolina, Henredon is part of the Heritage Home Group family of brands, which includes in its stellar portfolio name brands such as Hickory Chair, Drexel Heritage, La Barge, Lane Venture, Maitland-Smith, Pearson, Thomasville, Broyhill, and Lane.