

H E N R E D O N[®]

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BRUCE MACDONALD DESIGNS THE PARK AVENUE COLLECTION FOR HENREDON

- A CELEBRATION THE LUXURY OF THE NEW YORK UPPER EAST SIDE -

High Point, North Carolina – October 17, 2017 – Always known for bold, confident collections, Henredon proudly introduces the **Park Avenue** collection at the International Home Furnishings Market this fall as it unveils its new showroom located on the 5th floor of Market Square. Celebrated designer, **Bruce Macdonald**, the Chief Creative Officer of Bruce Andrews Design, was the creator of this elegant new collection.



“The Upper East Side of New York has been the home to some of the wealthiest and famous families in America for over 100 years,” states Macdonald.



He continues “The homes built in the 1920’s in the New York City enclave of the Upper East Side represents, like many other elements of timeless traditions during modern times, a gracious but vanishing past. The Upper East Side neighborhood became fashionable during the 1920s when many wealthy industrialists built townhouses there, a storied list of names that includes Vanderbilt, Carnegie and Rockefeller.”

Referencing a level of sophistication embraced by not only these worldly individuals who created these great neighborhoods, the collection was designed with an eye to a contemporary perspective. There are references to the Orient, to France and to glamorous 1920s New York because world travel between America, Europe,

Africa and Asia was incredibly fashionable. Subtle references to tulips in the collection tie these times to earlier periods when the patterns mimicking how tulip petals fan out

were ubiquitous in the exotic décor themes of sultans. The motifs, the rich colors emblematic of the flower and hues seen in the spice markets were fashionable in the finest drawing rooms in Paris and in homes on the Upper East Side.

Though the inspirations were rooted in those storied times, the references have been contemporized to fit perfectly within today's interior styles due to the materials that we knew would intermingle all of these influences with modernity: brass, agate, polished metals, rock crystal, crushed black stone and marble - all working together to form a palette that remains au courant. Fabrics are luxurious and reminiscent of the French salons, chosen to be fitting for today's busy homes. The collection is dressed in blues, cinnamons and golds as seen on the runway in Paris in January 2017.

One of the main goals was that the collection would not be limited to masculine or feminine sensibilities but would crossover. The height and drama of the Monroe Upholstered Bed in navy blue is an example of this stance. One of the occasional chairs is modeled after a chair in Paris, which would be just as comfortable in a feminine living room as it would be in a masculine study.

"It's the spirit with which we all convey ourselves when we're feeling our best, but comfortably at home in our most private spaces. It's a statement of pure luxury," states Reyna Moore, Vice President of Merchandising and Brand Director.



Some of the most alluring items in the collection include the **H1792-C York Avenue Sofa**. Making a contemporary statement as it sweeps down from the back, the York Avenue Sofa spirals into exaggerated, theatrical arms. The carved base complements the remarkable silhouette giving it an effortless appearance and undoubtedly

superb comfort.

Modest in scale, the **H1793 Sycamore Chair** with its button back wing chair is quite versatile. Low to the ground and casual in nature, this chair is keen on comfort. Thematic decorative feet seen in the Park Avenue collection are showcased here.



Timeless in essence is the **H1795 Morgan Lounge chair**. Exposed wood trim graces the refined edges of the frame. There is undeniable comfort from cozy cushioning to classy upholstered arm pads.

The collection includes two distinctive upholstered beds. Regal in stature, the **Monroe Tufted Bed** stands proudly at seven feet tall. It is upholstered in a luxurious navy silk fabric and is accentuated by navy velvet welt and buttons. Tasteful curvatures are nested in the top of the headboard and base of the footboard. The finished feet excellently complement the bedroom suite. Available as the **H1797-10 Monroe Queen, H1797-12 King** and the **H1797-14 California King** bed.



A second bed for the Park Avenue collection is the luxurious **Queensboro Bed**. It features our rich Hudson Walnut finish. Its wooden frame aesthetically slopes around each upholstered panel. At the foot of the bed, Antique Leather Painted feet add a glamorous embellishment. It is available in a married fabric, 126-9737-0, as **Queen 4510-10-826HF/4510-10-826R** and as a **King 4510-12-826HF/4510-12-826R**. It is also available in any fabric or leather as a **Queen**

4510-HF/4510-10-826R and as a **King 4510-12HF/4510-12-826R**. The Queensboro Bed is shown in 198-9760-999, a luxurious velvet in a rich caramel color.

The companion bedroom wood products are truly jewel-like. The signature Park Avenue Gold feet are a prevalent motif throughout the Park Avenue collection. Exposed on each upper side is the distinct Oyster White Stone top. Each of the ten soft close drawers are adorned with bold, geometric hardware pulls accented with white agate inserts and Park Avenue Gold trimming. The top drawer of the **4510-01-826 Queensboro Dresser** is full width comprising of a ring holder, tray, and felt lined compartments, while the lower three drawers are double-tall.

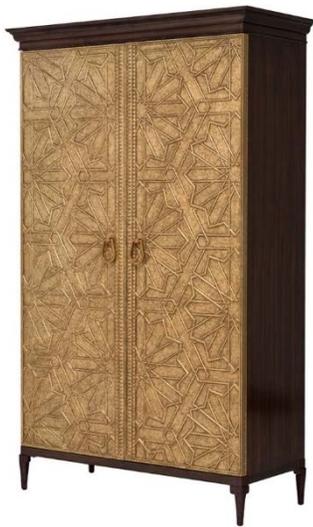


A pair of nightstands complement the Queensboro Dresser. Exposed on each upper side is the distinct Oyster White Stone top. Each of the soft close drawers are adorned with bold, geometric hardware pulls accented with white agate inserts and Park Avenue Gold trimming. The **4510-06-826 Queensboro Three Drawer Nightstand** has The signature Park Avenue Gold and feature a convenient power supply and USB charging on the backside.

The distinct Oyster White Stone top is framed by a sleek metal edge. The nightstand sits upon the signature Park Avenue Gold feet. The soft close drawer is adorned with a bold, geometric hardware pull accented with a white agate insert and Park Avenue Gold trimming. The **4511-06-826 Queensboro Small Nightstand** has a convenient power supply and USB charging on the backside.



The **4510-04-000 Candela Mirror** features a twenty inch clear mirror framed by exquisite rock crystals and is a crowd-pleasing work of art on any wall space.



The magnificent **4510-05-826 Rosario Tall Cabinet** is reminiscent of artistic details of the Ottoman Empire. The embossed door design leafed in Plaza Gold gives this piece it's noble grandeur. The end panels and crown molding are made in walnut and are finished in Hudson Walnut. Towering, stately doors conceal a clothes rod, two adjustable shelves with shirt partitions, a cable ready electrical outlet and four tray drawers. The interior is finished in Heirloom Linen finish.

The **4510-21-000 East River Sideboard's** soft demilune front is enhanced with a decorative scallop texture. Encased by a white edge, the sideboard's top surface features a Black Swan Tempered Smoked Silver Leaf Eglomise Glass. The Park Avenue Gold base frame has an enlarged scallop embossing with beautifully tapered posts. Behind the exterior doors are adjustable shelves, while the inner doors contain a felt-lined silver tray drawer and additional shelving.



"The fine materials, architectural forms, luxe fabrics and couture shapes of the Park Avenue Collection epitomizes the Henredon brand," shares Regan Iglesia, Chief Merchandising Officer. He continues, "We are thrilled to introduce this beautiful new collection in our beautiful new showroom on the fifth floor of Market Square. Henredon is a confident brand and we believe that the Park Avenue Collection has brought a new level of sophistication and style that brand enthusiasts the world over will celebrate."

All are invited to join us as we raise our glass to toast our beautiful new showroom on the 5th floor of historic Market Square as we hold a very special ribbon cutting ceremony on Saturday, October 14th at 9:30 am.

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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, Lane Venture, Maitland-Smith, Pearson, Thomasville, Broyhill, and Lane.

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Facebook: HenredonStyles
Instagram: @Henredon_Furniture
Pinterest: HenredonFurn
Twitter: @MyHenredon
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