

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Jane Bender  
Director of Marketing  
Henredon Furniture  
828.391.6625  
828.438.2620  
jbender@henredon.com

**HENREDON UPHOLSTERY:  
CLASSIC STYLING WITH A MODERN VIEWPOINT**  
*Couture Accents Add Sparkle and Sizzle*

**HIGH POINT, NC** (October 21, 2011) – Henredon upholstery additions strut down the fashion runway at the current High Point Market exhibiting cleaner lines, slimmer silhouettes, and unexpected pops of sparkle and color. But unlike fashion, which can be fleeting, upholstery has to have staying power. So the emphasis is on classic styling, revitalized for today's interiors.

“While we still have customers who want larger scale, deep seated upholstery, we recognize that not every home can accommodate such pieces. This market, our emphasis is on classic, sophisticated designs that can complement any décor,” said Dan Bradley, Henredon President.

Like the basic black dress that comes alive with the perfect piece of jewelry, many of the over twenty new frames are decked out in solid toned ground cloths, with pillows providing the dramatic punch. Among the pillow offerings are beaded and bejeweled designs with gauzy glitz and glamour that sit upon sofas like precious gemstones. In fact, one embroidered starburst design has actual Swarovski crystals applied on the fabric.

With comfort and style in mind, the clean-lined frames rely on detailing that's organic, built into the silhouette, rather than tacked on. You will still find nail head trim, pillow flanges, dressmaker detailing, and other standard upholstery treatments. But more often it is the surprising turn of an arm, flare of a back, curve of a front rail that draws the eye.

The October 2011 fabric color story is inspired by gradations of turquoise, teal and green with amethyst and purple accents. “These organic hues are ideal for the new frames, but we always add fresh interpretations of gold, cream and tan because they are proven winners,” said Claudine Simone, Henredon Merchandising Manager.

Textures also play an important part in the fabric story. “Velvets are a staple, but chenilles have tapered off,” added Simone. The collection boasts new strié cut velvets and silks, along with embroideries, suedes, and textured wovens. Men's wear patterns and animal velvets, borrowed from the fashion industry, also add textural vitality.

A few highlights from the new introductions:

**Sutton Place Sectional** – Created to coordinate with Henredon’s new Scene Six wood collection, this sectional and matching chair take their style cues from the past. The tailored and clean profiles sport back pillows with a double baffle treatment reminiscent of details found in vintage automobiles.

**Camille Sofa** – This sofa is the epitome of Henredon’s legendary style and distinction. The high back swoops down in an open wing to form an engaging flare. It’s available in bench seat or multiple cushions and can be accented with small nail head trim.

**Keane Sofa** – A mitered box back with buttons imparts a certain retro aura to this sofa. It’s brought up to date with a slightly contoured front rail, high track arms, and rectangular throw pillows.

**Triad Sofa** – It’s all about luxury and comfort in this conversational sofa; available in a two generous lengths. Movement in the saddle arms, contoured front, and camel back gives it grace and glamour.

**Siriano Sofa** – This fanciful beauty is highlighted by a carved exposed wood frame. The intricate carvings contribute to the design’s traditional, yet up-to-date and edgy look. A companion chair is also available.

**Grazia Chair** – A higher back and slightly larger scale lend drama to this traditional slipper chair. It is an engaging, decorative and hugely useful piece wherever it is found.

**Iverson Chair** – Loosely based on Regency styling, this accent chair has clean lines, high barrel back, and deep seated comfort. Simple carving and a kidney pillow complete the design.

**Petite and Large Reeves Ottomans** – Tracing its history back to 18<sup>th</sup> century Turkish influence, the ottoman of today works overtime as footstool, cocktail table, or additional seating. Our design, available in petite or large size, can be tufted or plain; in fabric or leather with nail trim.

**Empire Bed** – This bed is impressive whether dressed in leather or fabric. Tufting and scaling add that certain *je ne sais quoi* that lifts it out of the ordinary.

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