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HENREDON BRINGS VISUAL INTRIGUE TO HIGH-END UPHOLSTERY

Creative Silhouettes and Eye-catching Embellishments Distinguish New Introductions

High Point, NC (October 15, 2010)—Henredon brings visual intrigue to high-end upholstery by focusing on creative silhouettes and eye-catching embellishments at the current High Point Market. The company also adds three new custom options to its already vast number of customization choices.

“Henredon has always been known for exceptional quality and style, but this market we’ve exceeded all expectations with our spectacular frames and fabric combinations,” says Dan Bradley, Henredon president. “We’re all about giving customers exactly what they want, and the new custom options in our Fireside Program allow us to do that even better.”

The latest upholstery designs will spark a receptive chord in those who appreciate traditionalism, yet want a fresh approach. While referencing the past, they never repeat it. The assortment includes a thoughtful mix of classical, English, French and softly transitional styles, with emphasis on interesting shapes and creative detailing. To appeal to all consumers, there are heroically scaled frames, as well as refined ones.

The three new custom options in the company’s Fireside Program include box-pleat skirt or double pleated corner skirt, high or standard back, and raised panel Lawson or raised panel shirred arm, accented with nail trim. “We’ve added these options in response to dealer requests so consumers can have even more flexibility in creating their very own design,” declares Bradley.

A sharp eye for detail is beautifully articulated in the approximately twenty new upholstery frames. An exposed wood pull-up chair, for instance, has charming carved rosettes at the back; the silhouette of a modified camel back sofa swings up untraditionally at each end; and a Lawson sofa is embellished with a nail head Greek key design. Additional nail head trims, dress-maker detailing, and a return to longer skirts also characterize the collection.

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To correlate with the new *Acquisitions* wood introductions, Henredon adds three new upholstery frames to this eclectic accents collection. The silhouettes are softly transitional and exude a self-confident, sophisticated air. The un-skirted pieces are sparked with broad wooden trim, sometimes reeded for added definition. Their clean, straightforward lines allow them to change personality depending on the cover, which gives them the freedom to mix and mingle with almost any décor.

Fabrics

Henredon strengthens its fabric collection with intriguing new patterns and textures that have the just-right degree of enriching warmth—in *au courant* colors that reflect today's fashion-forward sensibilities.

To emphasize the versatility of the *Castellina* collection, Henredon showcases the Tuscan-inspired furnishings in three distinct fabric settings. A palette of deep greens, navy blues, rust/terra-cotta, golds, and neutrals conveys an old world theme. Raw linens and natural fibers suggest an upscale shabby chic look. And deep reds, golds, and brown paisleys, silks, and stripes give formal traditionalism a shot of vibrant, updated color.

Gray and neutral color tones accented with black and rich textiles with a masculine transitional edge update a traditional 18th century collection. A similar color palette is featured in the Henredon lobby, accented with sugar plum, purples, rose, and amethyst colorations very prevalent in current print advertising today.

For *Acquisitions*, Henredon chose an eclectic mix of fabrics. One area emphasizes cool neutrals along with black and medium coral red and a branch and bird pattern for a traditional/European ambience. Another area focuses on a transitional look blending a multi-colored woven textile cloth with olive green, medium blue, yellow and browns. Several modern designs are dressed in warm neutrals; a couple of patterned fabrics with slate blue mineral tones accent the setting. Throughout the Henredon showroom, fabrics are often coordinated with custom paint finishes.

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Henredon, a Furniture Brands International, Inc. company, is headquartered in High Point, NC.

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