

# DREXEL®

For Immediate Release

## Drexel Launches the Jo Sampson Collection A Contemporary Collection with European Sensibility

**New York, NY - March 30, 2017** – Jo Sampson’s debut collection for Drexel Furniture brings a stylish European sensibility that perfectly complements the quality and craftsmanship the brand is known for. Sleek and contemporary, but with a timeless feel, her new collection has been thoughtfully scaled to work equally well in large spaces or less expansive city apartments. Ranging from cocktail tables and consoles to a chic modern take on the four-poster bed, this versatile collection provides the perfect blend of understated opulence and metropolitan sophistication.

Each of the pieces in the collection – which comprises bedroom, dining room, living room and office furniture, as well as original artworks – conveys the sense of living in an atelier-like environment where one is surrounded by creative expression. “The idea of the collection,” Jo explains, “was not to impose a fixed aesthetic on a room but rather to provide versatile pieces that I hope will inspire the owner to express their individual style. Cabinets and room dividers, for example, offer spaces in which to display your own curated treasures, whether its objects found on travels, artfully stacked magazines or beautiful glassware.”



In Jo’s designs, visual impact is always matched by functionality. The **Flaunt Bar Cabinet**, for example, is instantly eye-catching, yet the curved black-stained ash sections that flank the opulent



brass frame have a practical use: they swivel open to provide storage space for bottles, leaving the main shelving free to display glasses and barware. Similarly, the **Mimic Tri-Fold Mirrored Screen** comes equipped with rings on which you can hang clothes. The reverse side of this mirrored screen features beautiful walnut veneers.

As hero pieces like the witty, dice-shaped Hustle Accent Table and the Criss-Cross Console attest, the mood of the collection is informal and irreverent, yet each piece has been carefully considered for



its practical qualities and versatility. The **Hustle Accent Table** is a key iconic piece, due to its irreverent design. It’s not only a conversation starter, but also highly practical. The surface is white agate stone with inset brushed brass discs. Your lucky number will always be in view.





Remove the circular mirror from the white marble-topped **Poise Dressing Table**, and it becomes an elegant desk, complete with cable management. The **Hideaway Tall Storage Cabinet** been designed with a space underneath for a storage box and works equally well in the bedroom or as a media cabinet; while the companion **Buddy Chest** could be used to store clothing or cutlery.



The collection comprises two moods: dark wood and light wood, both of which are teamed with opulent materials such as marble, leather and brushed brass. Certain motifs run through both: Jo's love of geometric designs finds expression in her original artworks and also in the screen-printed glass tops of her **Peacock Nesting Tables** – the very modern graphic patterns acting as a perfect counterpoint to the classic glamour of the tables' slender brass bases. Graphically driven this set of nesting tables (which also can be purchased individually) brings a modernity to the collection. The intense geometric blue pattern acts as a counterpoint to the classic glamour of the tables' slender brass bases. Pops of bold color are another recurring feature, as are unashamedly opulent touches like the silk diamond-quilted back on the velvet **Snug Sectional**.



**Snug Sectional.**

Attention to detail is one of the key elements of this subtly glamorous collection. Pieces like the Fan Dining Table, Chubby Sofa and the Flirt Sideboard appear simple, clean and classic, but on closer



inspection they possess discreet flourishes that surprise and delight. The **Fan Dining Table** finished with elegant brass detailing on its fan-shaped table



bases.



The dark stain on the **Flirt Sideboard** gives extra visual interest and tactile appeal with the addition of unexpected padded leather insets at either end. Stylish and practical, the Flirt Sideboard is made from ash. The natural textural grain is beautifully revealed through the Ember finish.

The **Chubby Sofa** has grey-painted cigar legs to give it a chic, modern feel. The elegant curved shape invites you to curl up and its comfort will allow you to enjoy living with this special Drexel sofa.



“It’s important to have the confidence to mix different styles,” says Jo. “To go with your own instincts and create living spaces that are eclectic and informal, yet organized and curated. My ambition with this collection was, in a sense, to encapsulate the way we live today – surrounding ourselves with beautiful, versatile furniture that reflects a creative and spontaneous modern lifestyle.”

“We are confident that the new Jo Sampson Collection will clearly demonstrate the dynamic new positioning of Drexel as a contemporary brand. This exciting aesthetic with its new fabric and leather assortment, new finishes, extensive personalization options and ease of ordering will attract a younger customer to our network of Drexel dealers,” states Regan Iglesia, Chief Marketing Officer.

# # #

**For additional information contact:**

Laura Holland  
Vice President of Marketing & Communications  
Mobile (828) 234-6201  
Laura.Holland@heritagehome.com  
Showroom Location: Market Square, 414

Lorelei Colbert  
Marketing & Public Relations Manager  
Mobile (848)-210-1227  
Lorelei.Colbert@heritagehome.com

**About Drexel:**

Drexel is a contemporary brand whose furniture collections span every room in the house, including the living room, dining room and bedroom. Sold in retail stores across the United States and globally, Drexel has delighted generations of families with fine furniture for more than 100 years. Now headquartered in High Point, North Carolina, Drexel is part of Heritage Home Group, which also includes in its stellar portfolio name brands Hickory Chair, Henredon, Pearson, Maitland-Smith, Lane Venture, Thomasville, Broyhill and Lane.

Twitter: @DrexelFurniture  
Instagram: @DrexelFurniture  
Facebook: DrexelFurniture  
Pinterest: DrexelFurniture  
Hashtags: #MyDrexel #DrexelLiving