

# DREXEL®

For Immediate Release

## THE NEW DREXEL BRAND INTRODUCES CONTEMPORARY SELECT LEATHER



**High Point, NC – October 13, 2017** – This spring Drexel emerged as an exciting new brand. The one hundred and fourteen year old brand began in Drexel, North Carolina as a maker of Danish, Scandinavian and Mid-Century Modern collections that appealed to a young customer who desired to live a modern lifestyle. With the acquisition of the Heritage Furniture Company in 1951 and the later renaming of the company to Drexel Heritage in 1968, the company evolved and became known for its traditional collections.

At the April 2017 International Home Furnishings Market in High Point, North Carolina, the new DREXEL brand was revealed. All of the exciting new modern designs, chic fabrics, all incorporated with great quality. This introduction was a show stopper!

“I am so excited to launch our Select Leather program in our new showroom on the 5<sup>th</sup> floor of Market Square,” states Claudine Simone, Brand

Director. She continues, “We have created a beautiful assortment of American-made contemporary leather sofas and chairs. This new leather collection replaces our import leather program that had 12-16 week lead times. Our new Select Leather program being domestically

made will ship in just 28 days from order. It exemplifies the new brand positioning to the fullest."

Some of the new Select Leather introductions this spring include the **SL1709-S Buttoned Up Sofa** and **SL1709-CH Chair**.

Crisp square tufting and beautiful curves come together to create a very sophisticated collection. The Buttoned Up Sofa and Chair have the spirit of the classic Chesterfield style (tufted back/shelter arm), but the ultimate design is smart and contemporary.



Flared arms and unique double bolster backs define the **SL1708-S Sofa** **Namaste Sofa** and **SL1708-CH Chair**.... crisp and modern, yet contoured and inviting. The unique boomerang - inspired legs add lightness and grace.



The **SL1710-CH Brazen Chair** has a distinctive shape and has a draped and gathered inside back that is soft, comfortable, and inviting. The splayed and tapered round legs add lightness and a very contemporary feel to the Brazen Chair.



One of the most iconic styles this season is the **SL1707-S Crescent Moon Sofa** and **SL1707-CH Chair**. Graceful, curved and modern....the Crescent Moon Sofa and Chair have shaped openings in the lower back that are truly unique, and add an unexpected elegance to the beautiful forms.

Also new this spring are luxurious new leather patterns and a selection of fabrics that will broaden the Drexel assortment. As a part of the new brand, the entire Drexel Heritage fabric collection has been replaced with a fresh, colorful collection that reflects the contemporary lifestyle.



Color saturated velvets and plains are the core of the textile program with on-brand geometric patterns. "Drexel is a contemporary brand. We have seized this opportunity to focus our targeted customer and the types of fabrics and leather that would help them express their style. The result is a dynamic assortment with rich color, textures with a focus on body cloths and leather along with geometric patterns for pillows and accent pieces," states Regan Iglesia, Chief Merchandising Officer. He continues, "The new Drexel will appeal to a younger customer whose design aesthetic is a reflection of their own unique style – confident, bold and personal."

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

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**About Drexel:**

Drexel is a contemporary brand whose furniture collections span every room in the house, including the living room, dining room and bedroom. Available this fall 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.

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Showroom Location: Market Square - 5<sup>th</sup> Floor – MS510

Instagram: @DrexelFurniture  
Facebook: DrexelFurniture  
#MyDrexel #DrexelLiving

Twitter: @DrexelFurniture  
Pinterest: DrexelFurniture

Images can be found at the following link:  
<https://www.dropbox.com/sh/idllufz7vzl54h4/AAA2Ky7yDnJ1yanyZHCBYjO0a?dl=0>