

# DREXEL®

For Immediate Release

## Introducing Studio Seventeen

### A Bold New Collection Inspired by Contemporary Boutique Hotels

**New York, NY - March 30, 2017** – An exciting new collection, Studio Seventeen, is the first in a series of collections by Drexel which embrace the essence of designer hotels and the inherent desire to create memorable and engaging moments. Defined by their intimate atmosphere and distinctive personalized style, these hubs of comfort and inspiration define modern living. Inspired by this concept Drexel presents a furniture collection which embodies this lifestyle and brings it home. This distinctive contemporary collection is full of pared-back character, it balances form and function and it encompasses delightful and unexpected details.

“The Studio Seventeen collection allows our Drexel enthusiasts to create a lifestyle in their home that embraces wonderful memories from vacations in fine boutique hotels,” states Claudine Simone, Brand Director. She continues, “Our team has spent a great deal of time researching our targeted consumer and have a clear plan not just for this market, but for the next two years on how we will expand the Drexel brand to allow our brand enthusiasts around the world to celebrate self-expression as they make make bold, confident choices to create a home that is as unique as they are. We believe that beautiful design can enrich the soul.”



The architectural form of each piece is brought to life with the use of exciting new finishes and materials. The new multilaminar veneer in the Ember finish adds warmth and drama to every piece. The Dark Mocha finished metal complements and contrasts the wood. Numerous lacquer finishes have been developed that add a contemporary accent.

Some of the highlights of the collection include **the Core Dining Table**. “We wanted to make a dining table functional, easy to use and versatile for large and smaller spaces,” states Simone. She

continues, “The metal square pulls on the end were designed as an industrial decorative element that also functions as handles to pull out the unit storing the leaf. The table is standard with 15-inch leaves which extend on each end. The 15-inch size allows an additional person on each end while providing enough space between the base paneled legs to allow plenty of room for two placements. All aspect of comfort and function were taken into account when designing this table.”

**The Stacked Console/Media Unit** was designed as a multifunctional piece with four soft-close drawers that can functional as storage and also as a shelving unit. The Dark Mocha Metal sides and center support adds an urban feel to this contemporary storage console.



The **Flare Sofa** and **Chair** lend drama and style to any setting. The low sleek upholstered shape sits upon contemporary wood rails that extend from the front to the back. A softly curved front rail and flared arms beckon one to curl up and enjoy their comfort. The elegant Flare Sofa is standard with two comfortable kidney pillows.



“We are so proud of the effort of the this team that have collaborated over the past year to break the traditional boundaries of Drexel Heritage to become Drexel – a brand whose persona is now a young, urban customer who celebrates life in creating modern interiors that reflect their own personal style,” states Regan Iglesia, Chief Merchandising Officer.

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**For additional information contact:**

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

Lorelei Colbert  
Marketing & Public Relations Manager  
(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.

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