

HICKORY CHAIR[®]

For Immediate Release

RAY BOOTH BALANCES ARCHITECTURAL FORM WITH SOFTER, GRACEFUL SHAPES IN NEW HICKORY CHAIR COLLECTION

September 15, 2022 – High Point, North Carolina – Hickory Chair, a 111-year maker of custom furniture, and acclaimed interior designer Ray Booth, announce their second furniture collaboration, that will be unveiled at the Fall 2022 International Home Furnishings Market in High Point, NC. In a much-anticipated sequel to the successful first collection, the comprehensive introduction brings more curvilinear forms and delicate touches to the Ray Booth x Hickory Chair line. “I really wanted to push myself to balance the more masculine, architectural forms from the first collection with something softer,” Booth says. “My point of view now is a little more gentle, graceful, and nurturing.”

Booth’s signature nod to antiques and historical design combined with clever modern updates give the line longevity of style and function. “Ray approaches design with such intelligence; it’s a gift—and an inspiring challenge—for us,” says Alex Shuford III, President of Hickory Chair. “Perfection is the standard with Ray, and our craftspeople have delivered. The collection is a knockout.” Expect dozens of new items,



including a side table with hidden storage, a new swivel chair for two, and a bed so beautiful it begs to float in the center of a room. Innovative uses of materials and a thoughtfulness to every detail is an ethos consistent with Booth’s interior design practice. In partnership with Hickory Chair,

Booth translates the elegant, evocative spaces he creates for his private clientele into an alluring, sophisticated furnishings collection.

###

About Ray Booth:

Ray Booth is a renowned interior designer and principal partner at the esteemed firm McAlpine. Based out of offices in Nashville and New York City, his thoughtful approach to design is that of someone who lives for innovation and beauty, with a vision for fresh applications and inventive use of space. As an Alabama native and alumnus of Auburn University's School of Architecture, an inborn love of house and home was nurtured and flourished in his native environment of the American south. A best-selling book, *Evocative Interiors*, was published with Rizzoli and showcases luxury residential projects on both coasts and throughout the U.S. Ray's acclaimed furniture collection for Hickory Chair is imbued with a signature appreciation for historical reference and a contemporary spin on classical design, with refined forms and modern detailing. As an AD 100 Designer, his work has graced the covers and pages of *Architectural Digest*, *Veranda*, *House Beautiful*, *Hamptons Cottage & Gardens* and many others. A licensed collection of decorative lighting with Visual Comfort & Co. will launch Fall 2022.

About Hickory Chair:

For more than 111 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. Inspired by such historical sites as Winterthur Estate and the estates along the James River in Virginia, as well as by noted furniture authorities such as Suzanne Kasler, Ray Booth, David Phoenix, Susan Hable, Mariette Himes Gomez and the late Albert Sack, Hickory Chair's hallmark is luxurious yet livable furniture that's made to order and made to last. Please visit hickorychair.com for product information, or contact us with special requests. Hickory Chair, LLC is a wholly owned subsidiary of the Rock House Farm Family of Brands.

For press inquiries, please contact:

Laura Holland
VP Marketing & Communications
828.679.2602
laura.holland@hickorychair.com

Boyd Rufty
Marketing & Web Content Manager
828.679.2604
boyd.rufty@hickorychair.com