

HICKORY CHAIR®

For Immediate Release

HICKORY CHAIR CELEBRATES ITS 110TH YEAR THE POSITANO COLLECTION BY DAVID PHOENIX

(Hickory, NC) August 24, 2021 – This Fall, Hickory Chair celebrates its 110-year anniversary year with the unveiling of a bold new collection, The Positano Collection, by award-winning interior designer, David Phoenix. The introduction, which showcases the talents of Hickory Chair’s talented team of artisans and craftsmen, includes 25 pieces of upholstery and case good products inspired by the relaxed, high style of the iconic seaside enclave.



“All of my favorite places on earth have the ocean in common,” David says. “But I named the collection Positano because, to me, it’s always been the pinnacle of laid-back glamour. I wanted to bring that sensibility home, whether that’s the Amalfi Coast, Palm Beach or Ohio.”

The new Positano Collection is a decidedly new look by David. It reflects the bold life changes he has made with his move to Palm Beach and the opening of his East Coast office. For David, like many, the past year and a half has been a time for pause and reflection, rebirth and restoration. The Positano Collection celebrates a bold new aesthetic with a decidedly modern interpretation of classic and Mid-Century styles. The newly updated Hickory Chair Showroom in High Point will provide a stunning backdrop to showcase the introduction. Embracing Hickory Chair’s range of options, David chose a serene color palette of fabrics and leather that are perfectly complemented by rich dark stain finishes and fresh light-toned painted finishes. “Working with David on the collection and market display has been a wonderful experience,” states Skip Rumley, VP Creative Director. “David’s pieces are fresh, sophisticated and modern, and through our finishes and textiles, they lend themselves to both formal and casual relaxed aesthetics. I know the new collection will

provide both inspiration and solutions for designers and their clients around the world.”

“We have much to look forward to as we reveal the new Positano Collection by David Phoenix as we continue to celebrate our 110th year. It is my honor to serve as the President of Hickory Chair as the company celebrates this momentous anniversary,” states Alex Shuford III. He continues, “Adding Hickory Chair to our Rock House Farm family of brands in 2018 fulfilled a mission of my family. I am thrilled to be part of the Hickory Chair family as we boldly seize each day making one-of-a-kind wood and upholstered furniture to order for our loyal network of interior designers, to-the-trade showrooms and high-end retail stores.

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About David Phoenix:

David Phoenix is an award-winning designer known for his elegant style and luxurious, comfortable interiors. The client-driven firm has delivered personal, sophisticated, and thoughtful homes to celebrities, royalty, and financiers for nearly three decades. David is newly based in Palm Beach, FL, after years in California, where he was named by the *Hollywood Reporter* as one of the top 25 interior designers in Los Angeles. David's work is consistently recognized in various publications, including multiple covers of *Architectural Digest* and stories in *Traditional Home*, *Veranda*, *LUXE*, and more. In addition to his ongoing partnership with Hickory Chair, David has a growing stable of product collaborations, including textiles with Kravet and art with Soicher Marin. www.davidphoenix.com

About Hickory Chair:

For more than 110 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 James River Plantations, as well as by noted furniture authorities such as Mariette Himes Gomez, Suzanne Kasler, David Phoenix, Susan Hable, Ray Booth 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 along with Pearson Upholstery, is a wholly owned subsidiary of the Rock House Farm Family of Brands.

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