

HICKORY CHAIR®

FOR IMMEDIATE RELEASE

HICKORY CHAIR CELEBRATES THE 20TH ANNIVERSARY OF HABLE CONSTRUCTION WITH A DYNAMIC NEW FURNITURE COLLECTION

High Point, NC—October 18, 2019— This fall Hickory Chair joins sisters, Susan and Katharine Hable, in the celebration of the twentieth anniversary of their company, Hable Construction. Much to the delight of designers and buyers heading to High Point for Market this week, Hickory Chair is poised to launch a new Hable furniture collection and a signature group of new exclusive Hable fabrics. The new Hable bedroom, dining room and living room pieces complement and extend the dynamic original



furniture collection that was launched originally in April 2015. To great acclaim, the Hable for Hickory Chair fabric collection was originally introduced at the October 2010 market as the industry’s first exclusive textile collection by a furniture manufacturer. The Hable collections have always brought a fresh dimension to Hickory Chair with its mid-century modern and Scandinavian design, world history, travel, contemporary art, and of course, exclusive textiles.

“Collaborating with Susan on this distinctive new collection has been a wonderful experience for all of us at Hickory Chair. Her eye for detail and clear vision has allowed our talented team to create this exciting new collection of distinctive upholstery and wood products,” states Kevin Bowman, President. He continues, “Her passion for American craftsmanship – both in her textiles and our furniture collection – make for the perfect partnership as over 90% of our entire product offering is made in America. We are confident that our new collection will delight Hickory Chair enthusiasts everywhere.”

Well-known throughout the trade, Texan sisters and design experts Susan and Katherine became known as leaders in luxury textile design soon after launching their New York City-based textiles company Hable Construction twenty years ago. Characterized by bold, graphic patterns comprised of abstracted motifs dubbed with colorful, hand-drawn patterns, their sophisticated products are made by skilled artisans who treat their work as a careful craft, employing traditional screen-printing procedures in an old New England factory and woven fabrics in Western North Carolina - making its partnership with N.C.-based, domestic producer Hickory Chair an ideal fit.

Sisters Susan and Katharine Hable founded the NYC-based textiles company Hable Construction in 1999. Named after their Texan great-grandfather's 20th century road construction business, they now pave roads of a different sort as leaders in textile design while expanding their studio to create furniture and decorative accessories for the home. Ideas are distilled from travel and life adventures to simple forms with integrity and most of all thoughtfulness.

While inventive and artistic upholstered furniture designs were to be expected, the new 48-piece collection spans modern bedroom, dining room and living room designs as well, all with a decidedly global point of view that sit as comfortably in a traditional setting as they do in a modern home or an informal city loft. Inspiration for the new collection was taken from many geographic areas as well as eras where artisans created iconic new forms. "World travel, cross-cultural inspiration, contemporary art, and antique modernist furniture all contribute to the aesthetic of this collection," states Susan. She continues, "Hable is not interested in defining a trend as much as creating new furniture that feels impassioned, fresh and yet timeless."

As an artist, Susan has always appreciated the Hickory Chair workroom and fully involves the capabilities of its artists and craftsmen as she personally selects each piece for the showroom display. Seizing the breadth of Hickory Chair's options, Susan excitedly choose from the nearly endless array of stain and finish options, Customer's Own Hardware[®], hand decoration for each of the wood products. For her distinctive upholstery forms she selected elegant finishes to beautifully complement from her choices made from both her exclusive Hable for Hickory Chair fabric collection as well as the company's extensive fabric and leather assortment. Some forms lent themselves to be made by the inch as a part of the company's M2M[®] (Made To Measure) program. "This is not just a story about the evolution of a visionary furniture collection. It's about two sisters with Texas roots, designing and

producing handsome, well-made products in the United States for over two decades,” states Katharine Hable, co-owner. She continues, “It’s about Hableland™, a creative and inspired team working in a studio on a grassy hill in Athens, Georgia. Its about passion and art as well as a love of gardens, seasons, design and color.”

We invite you to join us on Saturday, October 19th from 4-6 pm at the Hickory Chair Showroom in High Point, North Carolina, as we celebrate the twentieth anniversary of Hable Construction and our beautiful new Hable for Hickory Chair furniture collection. The Hickory Chair Showroom is conveniently located in the historic Market Square building on the 3rd floor.

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About Hable Construction:

Sisters Susan Hable Smith and Katherine Hable founded NYC-based textiles company Hable Construction in 1999 and named it after their great-grandfather’s 20th century road construction business. Merging their expertise and talents—Susan is the artist, Katherine a born sales professional who has worked with the late Kate Spade and Polo Ralph Lauren—the Hable sisters are leaders in 21st century textile design. Now with two decades after its inception, Hable Construction continues to grow and today produces fabric and rug lines, as well as pillows, fine art, accessories for Maitland-Smith and furniture for Hickory Chair.

About Hickory Chair

For more than 100 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 Suzanne Kasler, David Phoenix, Susan Hable, Ray Booth and Mariette Himes Gomez, 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 Social@hickorychair.com with special requests. Hickory Chair, LLC along with its Pearson brand, is a wholly owned subsidiary of the Rock House Farm Family of Brands.

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Showroom Location: Market Square, 3rd Floor Space 314
Facebook: [HickoryChairFurniture](https://www.facebook.com/HickoryChairFurniture)
Instagram: [@HickoryChair](https://www.instagram.com/HickoryChair) [@hableconstruction](https://www.instagram.com/hableconstruction) [@susanhable](https://www.instagram.com/susanhable) [@katehable](https://www.instagram.com/katehable)
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