

# HICKORY CHAIR®

For Immediate Release

HICKORY CHAIR

reveals

MADE FOR YOU™

Configurable Wood & Upholstery Programs

**April 1, 2022 – High Point, North Carolina** - Since 1911, Hickory Chair has been guided by a deep determination to lead in style, quality craftsmanship, customization and reliability. During these eleven decades, Hickory Chair has evolved from a maker of a single dining chair to become a destination for luxurious wood and upholstered furniture that is made to order and made for you. This spring, Hickory Chair reveals four new configurable programs that build upon this foundation made possible by the prowess of its craftspeople that choose to practice their vocation at the company's Hickory, North Carolina workroom. It is the company's culture and desire to listen and respond to the needs of its customers that has driven this historic company to evolve and prosper through the challenges from two pandemics, multiple wars, recessions and the great depression. These four new Made For You™ configurable programs build upon the momentum that began at the October 2008 market when the company introduced M2M® Made To Measure tables and seating along with its trademarked COH® Customer's Own Hardware program.

This spring, the bestselling Jules Chair will be reimaged as a truly configurable lounge chair with a selection of five distinctive arms, four stationary bases and three swivel bases. The unparalleled comfort of the Jules Chair has made this elegant, yet traditional, lounge chair a favorite. These new arms and bases provide the ability to customize the Jules to a broader aesthetic from traditional to modern and from formal to casual allowing this distinctive Made For You™ chair a new destiny.

In April 2009, the company introduced Silhouettes, a “design your own” upholstery program that has become a staple in the company's expansive seating offering. Providing nearly endless options for a traditionally styled upholstery, Silhouettes includes M2M® Made To Measure sectionals, sofas and chaises along with sleep sofas, chairs and ottomans. Even with this success, its design clientele asked for a new program that provided an alternative for those wishing for modern styling that could be made more casual. Hickory Chair has responded with a new configurable Made For You™ seating program named Vistage™ that provides modern forms available as a sectional, sofa, love seat, chaise, chair and ottoman with a variety of arm and leg choices.

It seemed natural to also create a customizable modern cocktail table / cocktail ottoman that would be the perfect companion to not only the new Vistage™ seating program, but also the robust offering of modern upholstery that is available from Hickory Chair's existing collections. A perfectly scaled cocktail table or ottoman is like an island in a room that is an integral part of the aesthetic but also adds great function as well as extra seating or a table space perfect for a laptop, games and even casual dining. The new modern Mikos™ Made For You™ Cocktail Table program

provides a choice of an upholstered or wood top in a series of widths and depths allowing you to create a square or rectangular table scaled perfectly for the room.

In 2014, Hickory Chair trademarked COV® Customer's Own Veneer® with its unique ability to provide customization of the surface of a wood product with a decorative material. The trademark was granted by the company's options and abilities to create one-of-a-kind special construction pieces. With five stocked optional veneers to personalize the M2M® table programs, display cabinets with a choice of mirrored or wood back panels, optional door fronts in wood, decorative resin panels, antique mirror or clear glass and other products made in a choice of ash or mahogany, customers were delighted with the ease to personalize product for their clients. It was the company's additional ability to create special construction pieces such as upholstered door panels in fabric, leather or wallpaper, upholstering the wood top of a desk in leather and making tables in a different species from the standard that set the company apart.

As Hickory Chair makes the vast majority of its products in its Hickory, North Carolina workroom, the ability to make and personalize wood products is not just possible, but is the driving force behind its success. It is this prowess and responding to customer demand that the company will unveil the new Textures™ Made For You™ Credenza program this spring. Available as a 2, 4 or a 6-door credenza, the new Textures™ program allows you to choose from 5 distinctive door and base options as well as finishes and a large selection of hardware choices.

“Since joining Hickory Chair as its interim president in August 2021, I have had the opportunity to discover the secret ingredients of this 111-year company and that is its talented craftspeople,” states Alex Shuford III. He continues, “Their determination and willingness to embrace change truly sets them apart. It seems not to matter what has caused the change. They are ready to evolve and adapt whether that is through special construction pieces, embracing a new operating system or the challenges that have been caused during the pandemic. These new Made For You™ configurable programs are a continuation of the company's enduring embrace of creative evolution. It is my honor to be a part of Hickory Chair and help it continue to evolve today and for its future. “

Hickory Chair invites you to join us at our showroom that is conveniently located at the Historic Market Square, April 1-6, 2022 as we reveal these exciting new Made For You™ programs and the new Winterthur House of Style capsule collection.

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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 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](http://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.

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