

# HICKORY CHAIR®

For Immediate Release

## HICKORY CHAIR CELEBRATES SPRING WITH COLOR, PATTERN AND A BIT OF JEWELRY

**April 10, 2024 – High Point, North Carolina** – This Spring at the International Home Furnishings Market, Hickory Chair celebrates its second market in its beautiful new showroom at 200 N. Hamilton. As a destination for connoisseurs from across the industry, Hickory Chair will celebrate Spring as it showcases elegant new fabrics in a beautiful fresh palette of color and texture, luxurious nubuck leather in an array of tones including an exclusive new rose color and three inspirational new finishes. These new fabric, leather, and finish options along with distinctive new upholstery and wood furnishings will delight market guests.

With an eye to emerging fresh color, pattern and texture inspired from the fashion world, Hickory Chair reveals sophisticated new palettes that will excite the senses. “Positioned in the luxury market, it is important for Hickory Chair to take a leadership role in design,” shares Federico Contigiani, president. He continues, “Our team has worked together to solidify the position of this historic brand as a destination for fashion and product design. This market, everyone will enjoy our efforts as we continue to elevate our brand.”

Responding to wishes from devoted Hickory Chair enthusiasts, the company has responded with an extensive expansion of the iconic Jules upholstery program. Choice new wood and seating introductions are being introduced that will expand the company’s dining, bedroom and living room categories. In addition, the company will unveil its new Trouvé collection that is a treasure trove of elegant pieces made from beautiful, exotic materials by talented craftspeople in small workrooms across the world exclusively for Hickory Chair.

As one arrives on the 3<sup>rd</sup> floor of the company’s new showroom, one will discover Hickory Chair Outdoor collections by Hable in the entryway. Upon entering the showroom, one will step into an elegant jewelry box. Rich dark green paneled walls feature upholstered velvet panels to create the perfect backdrop to showcase a very special grouping of furniture; upholstery in black leather, a floral cut velvet and a very special green and black plaid fabric all of which are accented by some of the new occasional tables from the Trouvé collection. French for ‘to find,’ the Trouvé collection is destined to become the company’s jewelry box for special pieces. The collection features jewel-like pieces made from fine materials such as alabaster, onyx, marble, vellum, walnut, burl, leather, brass, white and dark bronze, glass and acrylic.

Continuing the tour through the showroom, tones of rose, mauve, plum and chestnut that will absolutely excite the senses. In this large room, the company has created a thoughtful mix of new introductions with favorite upholstered and wood pieces. In the adjacent room one will find the Elio Dining Table, a very special new dining table made from beautiful American white oak shown in the new Baja finish. The popular Jennifer Dining Chairs with their softly tailored dressmaker skirts surrounds the new dining table creating an elegantly casual dining solution. Continuing through the showroom one discovers palettes of linen, grey, gold, and black that dissolve into fresh new palettes for Spring and beyond.

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The Jules, aptly considered the upholstered jewel of Hickory Chair, has long been a favorite of the company's design clientele. In 2022, the company expanded the original Jules upholstery program with configurability of its arms and bases. This Spring, the company will showcase the expanded Jules upholstery program to further delight designers and their clients with the expansion into a sectional with 16 configurable pieces along with new options including a new arm, two new back pillow options, and a second depth.

Design partners, Ray Booth<sup>®</sup>, Susan Hable, Kim Scodro, David Phoenix<sup>®</sup>, and Suzanne Kasler<sup>®</sup> have each created carefully curated displays of their Hickory Chair furniture collections that beautifully complement the company's expansive assortment of in-house designs.

For images [click here](#)

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## **About Hickory Chair**

Since 1911, 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, Kim Scodro and Mariette Himes Gomez, Hickory Chair's hallmark is luxurious yet livable furniture that is 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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