

# HICKORY CHAIR<sup>®</sup>

**For Immediate Release**

## **HICKORY CHAIR CELEBRATES A MILESTONE ANNIVERSARY**

### **HICKORY CHAIR 110 YEARS**

**Hickory, NC— May 4, 2021** - This spring at the International Home Furnishings Market in High Point, NC, Hickory Chair will not only will celebrate its 110-year anniversary, but will also will unveil the beautiful Haut Marias Collection by Suzanne Kasler. The Pearson brand is also celebrating an 80-year anniversary with additions to its signature collection by Kim Scodro as well as a new Pearson occasional wood collection.

The inaugural launch of the Suzanne Kasler Collection was held at the April 2008 Market. Suzanne’s inspirational collection found immediate success and solidly positioned Hickory Chair as a destination for not only customized wood and upholstered furniture, but also for its breadth of style from classic, modern and continental for the design trade and luxury retail. The Haut Marais Collection is a bespoke assortment of new upholstery, dining and bedroom furnishings. “All of us at Hickory Chair cherish Suzanne’s dedication and partnership with our company’s craftsmen to create elegant, timeless upholstery and wood products that have delighted designers and their clients worldwide for the past 13 years. The new Haut Marais collection blends beautifully with her existing collections while expanding the breadth of style and fashion into a sophisticated yet more casual aesthetic,” states Kevin Bowman, president.”

The Hickory Chair workroom became the home to the Pearson collection in 2014. With the move to the historic Hickory workroom, the talented artisans and craftsmen of Hickory Chair welcomed and embraced the Pearson product line and immediately made enhancements to the offering. Beginning with the launch of a monogram program, designers and retail sales associates were then delighted with the ability to utilize both Hickory Chair and Pearson’s fabrics, leathers and trims without incurring upcharges, and in late 2020, the ability to select from the assortment of finishes between the lines further simplified the selection process. At the October 2020 market, Hickory Chair moved the Pearson collection into its High Point Showroom at Market Square. “We believed that moving our Pearson products into the Hickory Chair Showroom would provide much more exposure to this gem of the design industry,” states Skip Rumley, VP Creative Director. He continues, “This effort has already paid off, as our designers and retailers have rediscovered both the distinctive and sophisticated designs, along with the renown luxurious comfort of the Pearson product line.”

In addition to several beautiful new additions to Kim Scodro’s signature Pearson collection for Hickory Chair, a new collection of occasional items will be also unveiled in June. While each piece will be stocked in its standard finish, most all of our new items will also be available in our full range of finishes, along with custom matched panel finishes, to allow designers the ability to truly personalize pieces for their clients. “This beautiful new collection of Hickory Chair occasional items for the Pearson collection allows the talented artisans and craftsmen in our workroom to customize each piece in a bespoke finish,” states Parker Goss, VP Merchandising.

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**About Hickory Chair, LLC:**

For more than 110 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic, modern and continental styles. Inspired by such historical sites as the Winterthur Estate and the James River Plantations of Virginia, as well as by noted furniture authorities such as Suzanne Kasler, Ray Booth, David Phoenix, Susan Hable, Mariette Himes Gomez, Kim Scodro and the late Albert Sack; Hickory Chair's hallmark is luxurious yet livable furniture that's made to order and made to last with over 90% made in America. Please visit [hickorychair.com](http://hickorychair.com) and [pearsonco.com](http://pearsonco.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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Showroom Location: Market Square, 3<sup>rd</sup> Floor Space 314

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