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**BRADINGTON-YOUNG DEVELOPS NEW ‘LUXURY ACCENTS’ CATEGORY TO SHOWCASE EXPANSIVE CUSTOMIZATION CAPABILITIES**

 **HICKORY, N.C. –** Luxury leather upholstery producer Bradington-Young has developed a new product category to showcase its expansive custom-order capabilities. Making its debut at the upcoming High Point Market, ***Luxury Accents*** includes club chairs, swivel chairs, settees and an expanded decorative ottoman program.

In a new merchandising strategy designed for its High Point showroom, ***Luxury Accents*** will be presented throughout several creative vignettes aimed at inspiring dealers and interior designers to promote Bradington-Young’s custom order capabilities to consumers on the retail floor and in their design projects. Pieces will be upholstered in a variety of unique fabric and leather combinations, contrasting welts, bold colors and novelty leathers, showcasing the company’s almost limitless customization capabilities.

 “We’ve always offered customization options, but this is the first time we’ve developed a concerted effort to visually demonstrate them in our showroom,” said Cheryl Sigmon, director of merchandising at Bradington-Young. “Accent pieces are a great way to do this in a very small footprint, and our retailers can maximize their ROI and increase their average sales ticket by including some of these jewelry pieces on their retail floors.

 “These accent pieces are also a great way to add pops of color and texture to interior design projects,” she continued.

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BRADINGTON-YOUNG CREATES NEW LUXURY ACCENTS CATEGORY

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Sigmon said the category is being strengthened with the addition of settees, which haven’t been in the Bradington-Young lineup in nearly a decade, and the expansion of a decorative ottoman program that was successfully rolled out in April. The 12-piece program, which now includes optional casters, consists of three shapes that are each available in two sizes which a choice of a smooth or tufted top.

 The ***Luxury Accents*** category also includes a variety of accent pillows to illustrate many of the high-end leather and fabric combinations and welts that work best with Bradington-Young products. The pillows highlight popular colorways this season such as greens, blues and blushes, as well as covers with a variety of texture such as hair-on-hide and embroidered looks.

 “The pillows are a great way to demonstrate creative cover combinations in a small footprint without having to upholster an entire chair,” said Sigmon. “The same concept can be used on the retail floor, as well.”

 Domestically produced and shipped in 45 days or less, thepieceswill highlight many of the company’s new textiles which include 25 new leather articles, five new leather novelty articles, and 41 new performance fabrics – two of which are embroidered.

The new category will be on display in Bradington-Young’s High Point Market showroom, space C-1058 of the International Home Furnishings Center.

Founded in 1978 by Charles Young, Bradington-Young Furniture Company was started as a family owned and operated business and is continuing the family operated business model with the second generation today. A specialist in upscale motion and stationary upholstered furniture, the company was acquired by Martinsville, Virginia-based Hooker Furniture Corp. (NASDAQ: HOFT) in 2003. The company manufactures its customizable recliners, chairs, sofas, and sectionals in Hickory, North Carolina and cuts all of its leather and fabric materials at its Cherryville, North Carolina, cut-and-sew facility. Known as a specialist in leather, all products are available in leather, fabric or a combination of both. For more information, visit [www.bradington-young.com](http://www.bradington-young.com).

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