**FOR IMMEDIATE RELEASE**

**Contact:** Kristin Hawkins

Steinreich Communications 212-491-1600

khawkins@scompr.com

**Work-From-Home Demand Prompts Bradington-Young to Launch Customizable, Domestically Made Office Chairs**

**HICKORY, N.C**. – Leading luxury upholstery specialist Bradington-Young, a division of Hooker Furnishings, will debut a line of fully customizable, domestically manufactured office chairs at this year’s Spring High Point Market. Called ***“Home Office BY Design,”*** the collection is being offered in response to the increased demand for home office furniture driven by pandemic related work-from-home trends. Fully customizable, consumers can personalize their office chairs in more than 400 options – including any combination of fabrics, leathers, novelty leathers and chair base colors – to coordinate with their home décor.

“Working from home is no longer just a response to the pandemic, it has become a way of doing business for many companies. Consumers understand this permanency and are upgrading their home office environments to align its design with the same quality standards as the rest of their living space. Our new Home Office BY Design program offers consumers the functionality they need, combined with the luxurious comfort and customization opportunities that allow them to create a personalized chair that correlates with their home décor,” said Cheryl Sigmon, vice president of merchandising for Bradington-Young.

When Bradington-Young exited the office-chair market in 2004, the category was primarily driven by imported products and there was little demand for customization, a Bradington-Young specialty. That has dramatically changed in 2021.

The new office chair styles include ***Eden, Emilio, Elanora, Eastwood, Evelyn*** and ***Edward***. Each style is available in upholstery options including performance fabrics, premium leathers and novelty leathers including hair-on-hide and embossed. Each model is manufactured with all standard office-chair functions, including raising and lowering, tilting back and swiveling. The chair bases are constructed with durable black resin and high quality casters, and are available in three powder coated finish options including pewter, gunmetal and champagne.

Bradington-Young will showcase each of the new chairs in two vignettes in its High Point showroom, located at C1058 on the 10th floor of the International Home Furnishings Center. The vignettes will highlight how the chairs can be coordinated into a home office environment as well as a separate display of the group in totality. The Spring Market is scheduled for June 5-9.

-more-

BRADINGTON-YOUNG HOME OFFICE BY DESIGN

TAKE 2-2-2-2-2

Founded in 1978 by Charles Young, Bradington-Young, a Hooker Furnishings 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 its leather and fabric materials at its Cherryville, North Carolina, cut-and-sew facility. Known as a specialist in leather, Bradington-Young makes all products available in leather, fabric or a combination of both. For more information, visit [www.bradington-young.com](file:///C:\Users\Kristin%20Hawkins\Dropbox%20(Steinreich)\Home%20Furnishings\Hooker%20Furniture\Press%20Releases\www.bradington-young.com).

Based in Martinsville, Va., [**Hooker Furniture Corporation**](https://www.hookerfurniture.com/) is ranked among the nation's largest publicly traded furniture sources and encompasses 12 discrete operating businesses. These brands include: [Hooker Furniture](https://www.hookerfurniture.com/), [Hooker Upholstery](https://www.hookerfurniture.com/hooker-upholstery.inc), [Bradington-Young](https://www.bradington-young.com/), [Sam Moore Furniture](https://www.sammoore.com/), [Shenandoah Furniture](http://www.shenandoahfurniture.com/), [H Contract](https://www.hcontractfurniture.com/), [Accentrics Home](https://www.accentricshome.com/), [Pulaski Furniture](https://www.pulaskifurniture.com/), [Samuel Lawrence Furniture](https://www.slf-co.com/), [Prime Resource International](https://www.pri-co.com/), [Samuel Lawrence Hospitality](http://www.slh-co.com/) and [HMIdea](http://hmidea.com/). [Hooker Furnishings Corporation's](https://www.hookerfurniture.com/) corporate offices and upholstery manufacturing facilities located in Virginia and North Carolina, with showrooms in High Point, N.C. and Ho Chi Minh City, Vietnam. Hooker Furnishings operates distribution centers in the United States, China, and Vietnam. The company's stock is listed on the Nasdaq Global Select Market under the symbol HOFT. For more information, please visit [hookerfurniture.com](http://www.hookerfurniture.com).

-30-