**DRAFT**

**Baker Interiors Group Debuts Bespoke in Motion**

*Baker Adds First-Ever Recliners and Incliners to its*

*Custom Upholstery Program, Baker Bespoke*

CONNELLY SPRINGS, NC (June 2021) – Baker Interiors Group is delighted to announce the debut of Bespoke in Motion, the newest addition to its customization program, Baker Bespoke. Bespoke in Motion represents Baker’s foray into power motion functionality, offering clientele the ability to add power recliner or incliner mechanisms to a variety of upholstered seating designs.

With Bespoke in Motion, clients can draw from 13 original frame silhouettes – an assortment of chairs, loveseats, sofas and sectionals – as a part of their precise furniture customization. Baker recliners provide the ultimate in comfort by both reclining the back of the chair and extending a footrest, while incliners create the same relaxed seating experience but with different functionality, whereby the seat and inside back slide forward and a footrest extends while the outside back remains in a fixed position.

“We are proud to introduce Bespoke in Motion as an expansion to our already robust customization offerings,” said Erica Wingo, Vice President of Merchandising and Marketing at Baker Interiors Group. “Through this new power motion functionality, we are combining Baker’s luxury and timeless style with the ultimate comfort of recliners and incliners, which continue to be growing in demand in today’s market.”

As a part of Baker Bespoke, clients also have the ability to hand-select from a variety of additional customization options, including arm and leg styles, back styles, cushion fill, nail trims, finishes, and more. All customizable designs are built to uphold Baker’s highest standards of uncompromising quality.

Bespoke in Motion debuts at High Point Market Spring 2021 and is available at Baker showrooms across the globe and online at <https://www.bakerfurniture.com/custom/>. For more information, please visit a Baker showroom and/or connect with us on social media via [Facebook](https://www.facebook.com/BakerFurniture/), [Instagram](https://www.instagram.com/bakerfurniture/?hl=en), [Pinterest](https://www.pinterest.com/bakerfurniture/) and [Twitter](https://twitter.com/bakerfurniture?lang=en). #bakerfurniture

**About Baker Interiors Group:** Since its founding in 1890, Baker has been the hallmark of design excellence and uncompromising quality.  It is distributed worldwide through a network of interior design trade showrooms and luxury home furnishings retailers. Baker Interiors Group is a wholly owned subsidiary of Samson Investment Holding Co.; it is comprised of legacy brands Baker and McGuire. For further information, please visit [www.bakerfurniture.com](http://www.bakerfurniture.com).

# # #

Media Contacts: Nicole Lax, Sarah Meyer, Blake Willahan and Audrey Chaddick at J. Wade Public Relations, 248-763-6588, [bakerpr@jwadepr.com](mailto:bakerpr@jwadepr.com)