**FOR IMMEDIATE RELEASE**

**Contact:** Kristin Hawkins

Steinreich Communications 212-491-1600

[khawkins@scompr.com](mailto:khawkins@scompr.com)

**CASUAL RUSTIC STYLING MEETS CONTEMPORARY FLAIR WITH HOOKER FURNITURE’S LINVILLE FALLS COLLECTION**

**43-PIECE MODERN COLLECTION TO DEBUT AT HIGH POINT MARKET**

**MARTINSVILLE, Va. –**Capturing the essence of nature’s organic color palette and the aura of a rustic mountain cottage, Hooker Furniture will introduce the Linville Falls collection at the upcoming High Point Market. The 43-piece whole home collection is designed for younger consumers looking for casual and contemporary furniture.

“Our new Linville Falls collection was inspired by younger, trend- seeking consumers who want to invest in their home and surround themselves with furniture that has an elevated design look,” said Mike Harris, president of Hooker Furniture. “With Linville Falls we are creating an opportunity to build a relationship with consumers early in their furniture buying journey to make them customers for life.”

Characterized by its rustic, weathered finish and clean lines paired with organic grain patterns, Linville Falls is constructed with split oak solids and veneers and has an overall organic aesthetic. It is featured in a soft Smoked Gray finish mixed with a Charred Black finish that is achieved through Shou Sugi Ban, a Japanese technique that creates an elegant burnt wood look. Its moderate scaling and fresh silhouettes offer a refreshing juxtaposition mixing old with new.

The Linville Falls home office pieces are a highlight of the collection consisting of 11 pieces that can be mixed and matched to create 41 different modular configurations. Pieces include desks, corner desks, cabinets, a lateral file, and etagere. Standard desk tops are available in lengths of 72-, 84- and 96-inches, with all components finished on all sides adding the flexibility to float in a wide range of room footprints.

-more-

HOOKER FURNITURE LINVILLE FALLS

TAKE 2-2-2-2-2

Two styles anchor the bedroom collection - a floating panel wood bed and an upholstered sleigh bed. Additional bedroom pieces include a five-drawer chest, six-drawer dresser, a mirror, a three-drawer nightstand, and an upholstered bench.

Dining pieces include rectangular and round tables, a friendship table, counter stools, and upholstered side and armchairs. A curio and server are also part of the grouping.

Highlights of the entertainment and occasional pieces incorporate a variety of accent chairs, cocktail, end, and console tables as well as an entertainment console.

Hooker Furniture’s Catawba Valley seating group pairs with the Linville Falls case goods collection. Key design elements of the sofa and sectional group include a modern shelter style silhouette in a blacked oiled aniline leather, which gives the pieces a very luxurious and soft hand. In addition to the leather upholstery, the items are also featured in a leather/fabric combination with an outer leather frame paired with boucle fabric on the seat cushions

Hooker Furniture’s showroom is located in the International Home Furnishings Center’s (IHFC) Commerce section on floor 10, suite C1058. The company has additional space in InterHall, space 301.

Based in Martinsville, Va., Hooker Furnishings is ranked among the nation's largest publicly traded furniture sources and encompasses 12 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.hookerfurnishings.com/) corporate offices and upholstery manufacturing facilities are 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 [hookerfurnishings.com](https://www.hookerfurnishings.com/).

-30-