

# S H E R R I L L

## FOR IMMEDIATE RELEASE

For further information:

Sydney Martin, Director of Marketing

919.273.0966

[sydney.martin@sherrillfurniture.com](mailto:sydney.martin@sherrillfurniture.com)

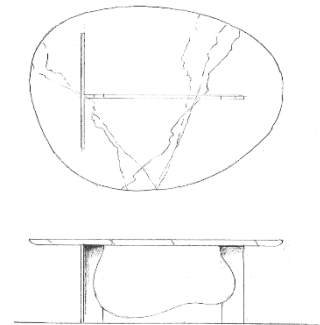
## SHERRILL UNVEILS *AURÉ*: A COLLECTION WITH SOUL – A WHOLE HOME COLLECTION DEFINING MODERN ORGANIC DESIGN

**HIGH POINT, NC** – Get ready for a groundbreaking moment at Sherrill as they introduce their first-ever whole home collection. *Auré* (pronounced "aw-ruh"), is a curated expression of modern organic luxury that is casual, effortless, and designed for today's lifestyles.

With the tagline, "*a collection with Soul*," Sherrill reimagines *home* as a soulful sanctuary, blending trend-setting aesthetics with timeless comfort. The debut 30+ piece collection is designed for today with a spirit that is unpretentious, soulful, and inherently stylish.

### A WHOLE HOME EXPERIENCE

For Sherrill, *Auré* is more than a collection or brand, it is a lifestyle. A masterclass in modern organic style, *Auré* incorporates soft organic forms, natural materials, and multifunctional comfort. It captures the vibe of *quiet luxury*, where subtle textures and natural palettes speak volumes. From plush, low-profile sofas to sculptural accent chairs, *Auré* blends simplicity with sophistication.

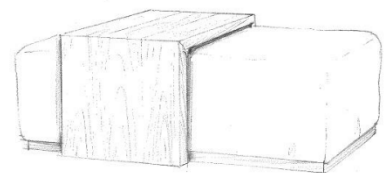


### WHY THE INDUSTRY IS BUZZING:

- ✓ Expands on the Top Trends for 2025: Modern Organic, Quiet Luxury, and Flexible Design
- ✓ Encapsulates Effortless Style and Timeless Craftsmanship
- ✓ Official Launch is Planned for Sherrill's Friday Night Kickoff Party Hosted by House Beautiful and Whole Home Alumni

### NATURAL TEXTURES AND RELAXED REFINEMENT

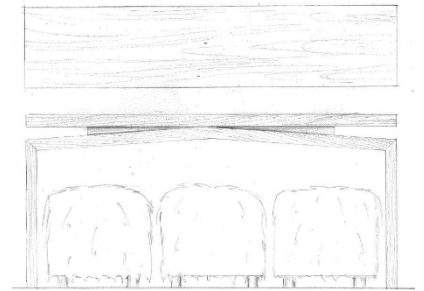
Expect neutral palettes and textured finishes that blend tactile materials with inviting silhouettes—perfect for the shift toward serene, curated interiors. Key elements shine through from sculptural seating with soft curves to pieces designed for flexible living spaces. The casegoods in this new group are purposeful, blending marble, textured metal, oak, and



stone for a modern experience. Meanwhile, accent chairs with organic curves highlight Sherrill's passion for versatility, blending casual details with modern comfort.

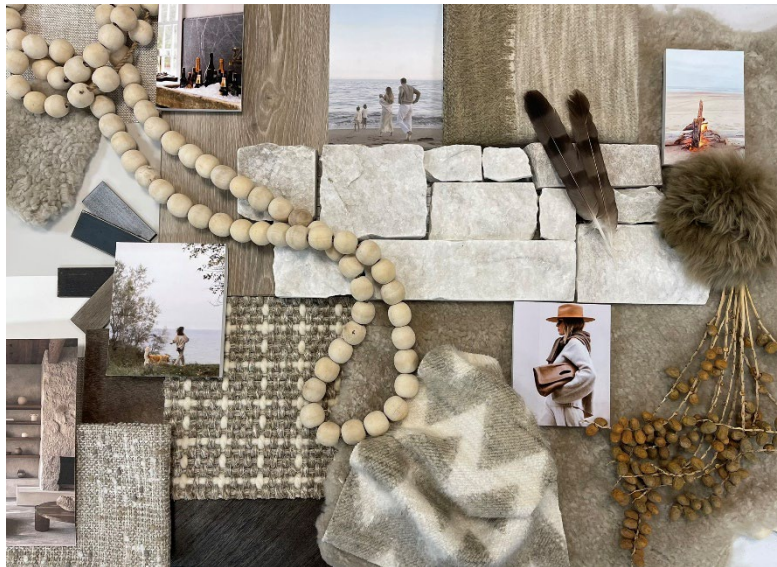
### **WHOLE HOME, WHOLE HEART: A COLLECTION FOR EVERY ROOM**

From hand-finished dining tables to inviting sofas, *Auré* offers a seamless design language throughout the home. Upholstered pieces boast rich fabrics echoing the resurgence of artisan-made details and sustainable materials. The collection's casegoods are equally thoughtful. Versatile and functional, they are designed to complement a variety of rooms, from living spaces to bedrooms and beyond. With a harmonious blend of form and function, *Auré* brings cohesive beauty to every corner of the home.



### **A LAUNCH EVENT WORTHY OF THE BUZZ**

To celebrate this milestone, Sherrill will host an *Auré Launch Party* on Friday, April 25<sup>th</sup>, 2025, from 5-7pm in partnership with *House Beautiful*. The evening will be hosted by Jo Saltz and feature special guests from the Whole Home Showhouse Alumni. Expect a night of inspiration, design conversations, and an exclusive look at the collection that is set to define 2025 interiors. You can RSVP for this event at [www.sherrillparty.com](http://www.sherrillparty.com).



***Auré* by Sherrill is not just furniture, it is a feeling. A collection for every room, every moment, every soul.**

Experience *Auré* at the Sherrill Showroom at 315 Fred Alexander Place in High Point starting Thursday, April 24<sup>th</sup> at 8 AM until Wednesday, April 30<sup>th</sup>.

### **ABOUT SHERRILL**

Founded in 1945, Sherrill Furniture Brands remains a privately held, family-owned business, now proudly operating under third-generation leadership with the fourth generation already taking root. As a powerhouse in the industry, Sherrill and its esteemed family of brands—including Sherrill Furniture®, Hickory White®, Sherrill Occasional®, Precedent®, MotionCraft®, Whittemore-Sherrill™, Lillian August® for Hickory White®, and Mr. & Mrs. Howard for Sherrill Furniture®—craft high-end, luxury furniture for designers, trade professionals, and leading furniture retailers across the United States and Canada.