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Villa by Classic Home Partners with Hooker Furnishings, Margaritaville to Launch Margaritaville Pillow Collection

24-Piece Assortment Expands the Margaritaville Whole-Home Lifestyle with Relaxed Sophistication, Layered Texture and Effortless Comfort

HIGH POINT, N.C. — October 2026 — Villa by Classic Home has announced the launch of the **Margaritaville Pillow Collection**, created in collaboration with Margaritaville and Hooker Furnishings as part of the continued expansion of Margaritaville.

The thoughtfully curated 24-piece assortment will make its debut during High Point Market in October 2026, bringing a fresh textile expression to the relaxed luxury, sense of escape and effortless ease that define the Margaritaville lifestyle.

Designed to complement Hooker Furnishings' broader Margaritaville home furnishings collection, the assortment combines woven textures, soft neutrals, artisan-inspired techniques, and layered patterns to create an elevated yet approachable point of view. The collection gives retailers, designers and consumers an accessible way to bring the spirit of Margaritaville into the home through pieces that feel collected, comfortable, and intentionally designed.

"Margaritaville has always represented more than a destination, it represents a way of living," said **Gabrielle Mickle, Director, Villa by Classic Home**. "Our goal was to translate that feeling of comfort, ease and meaningful connection into textiles that feel relaxed, refined and effortlessly livable. Each pillow was thoughtfully designed to work within a complete room while also having enough personality to stand beautifully on its own."

The partnership brings together Villa by Classic Home's expertise in textiles, materiality and craftsmanship with Hooker Furnishings' continued rollout of its whole-home Margaritaville furniture collection, united by a shared commitment to creating an immersive and cohesive lifestyle experience for the consumer.

Drawing inspiration from natural materials, tonal color stories, organic texture and casual refinement, layering is central to the collection's design story. A thoughtful mix of patterns, constructions and handcrafted techniques creates depth, warmth and visual interest while allowing the assortment to transition easily across a range of interiors.

"Villa by Classic Home brings a strong understanding of texture, layering and the way textiles complete a room, making them a natural partner for the Margaritaville home program," said **CHRISTY ALMOND (VP, Experiential Retail & Brand Intelligence Hooker Furnishings)**. "As we continue to expand Margaritaville across the home, our focus is on creating a cohesive lifestyle story that retailers can bring to life in an inspiring and meaningful way. This collection adds another important layer to that experience."

As part of that strategy, the Villa by Classic Home assortment is designed to merchandise both independently and alongside Margaritaville-branded furnishings and complementary home categories, giving retailers multiple opportunities to create coordinated room settings and compelling lifestyle presentations.

“Comfort does not have to come at the expense of design,” added Mickle. “The most inviting spaces are the ones that feel effortless, layered and genuinely lived in. We are excited to bring that perspective to Margaritaville and create a collection that resonates with designers and consumers alike.”

The **Margaritaville Pillow Collection by Villa by Classic Home** will debut at High Point Market in October 2026 and will be available through Margaritaville and Villa by Classic Home retail and design partners, as well as at www.classichome.com/margaritaville.

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About Classic Home

Classic Home is a leading designer and manufacturer of furniture, lighting, décor, and textiles for the trade. Its textile division, Villa by Classic Home, is recognized for thoughtfully crafted pillows, rugs, and soft goods that combine artisan-inspired techniques, premium materials, and globally informed design.

Rooted in material integrity and disciplined product development, Classic Home creates purposeful collections that define today's interiors. By combining integrated manufacturing, global sourcing expertise, and coordinated design across categories, the company delivers furnishings and textiles that work together to create layered, cohesive spaces.

Serving interior designers, retailers, and trade professionals throughout North America, Classic Home continues to shape elevated living environments through products that balance craftsmanship, authenticity, and enduring style.

About Hooker Furnishings

Headquartered in Martinsville, VA, Hooker Furnishings is ranked among the nation's largest publicly traded furniture sources and encompasses 9 brands. These brands include: Hooker Furniture, Bradington-Young, HF Custom, Shenandoah Furniture, H Contract, Pulaski Furniture, Samuel Lawrence Furniture, Samuel Lawrence Hospitality, and Sunset West. Hooker Furnishings Corporation's corporate offices and upholstery manufacturing facilities are in Virginia, California, and North Carolina, and the company has showrooms in High Point, North Carolina; Atlanta, Georgia; Las Vegas, Nevada; and Ho Chi Minh City, Vietnam. Hooker Furnishings operates in the United States and Vietnam. The company's stock is listed on the Nasdaq Global Select Market under the symbol HOFI.

About Margaritaville

Margaritaville, a state of mind since 1977, is a global lifestyle brand inspired by Jimmy Buffett, whose songs evoke a passion for tropical escape and relaxation.

Margaritaville features over 40 lodging locations and over 20 additional projects in the pipeline positioned across a variety of full-service and boutique hotel and resort brands, branded real estate, and gaming properties, all complemented by an extensive suite of food and beverage concepts, including Margaritaville Restaurant, award-winning JWB Prime Steak and Seafood, 5 o'Clock Somewhere Bar & Grill, and LandShark Bar & Grill.

Hotel brands include Margaritaville Hotels & Resorts, Compass by Margaritaville, Margaritaville Beach House, and the all-inclusive product, Margaritaville Island Reserve®. Further elevating experiences, Margaritaville's branded real estate includes Latitude Margaritaville, "55 and better" active adult brand; Margaritaville Cottages, Villas and Residences; One Particular Harbour Margaritaville; and Margaritaville Vacation Club.

The newest brand additions to Margaritaville properties include the rapidly growing Camp Margaritaville Resorts and Margaritaville at Sea Cruise Line. Additionally, consumers can escape every day through a collection of lifestyle products, including apparel, footwear, frozen concoction makers, home décor, a SiriusXM radio station, License to Chill: The Margaritaville Podcast, and more.

More than 20 million travelers and consumers every year change their latitude and attitude with Margaritaville. For more information, visit www.margaritaville.com and follow Margaritaville on Facebook, Twitter and Instagram.