



FOR IMMEDIATE RELEASE

Craftmaster Furniture Names Pamela Lee Kale as Director of Interior Design, Southern Roots Division

Hiddenite, N.C. — August 3, 2026

Craftmaster Furniture is pleased to announce the appointment of Pamela Lee Kale as Director of Interior Design for its Southern Roots Division. Bringing over 30 years of industry experience—spanning design, sales management, and retail ownership, Kale will focus on supporting interior designers throughout the selection and ordering process to help grow their businesses.

Kale's background includes serving as President of PDL Design Group in Charlotte, N.C., owning the boutique studio, Citron & Silver in Hickory, N.C., and managing wholesale operations at Warehouse 2120 across the Southeast. Known for her mid-century modern aesthetic with eclectic, colorful accents, her work has been featured on HGTV's *Designer's Challenge* and in publications such as *Charlotte Place* and *WNC Magazine*.

"Having worked both in design and sales, I understand the needs of trade professionals," said Pamela Lee Kale. "My goal is to streamline the ordering process and build design partners' product confidence so they can succeed and grow."

When she isn't working, Pamela enjoys fitness, thrifting, and spending time with her family.

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About Craftmaster Furniture

Craftmaster Furniture, proudly crafted in the foothills of North Carolina, is known for its commitment to quality, comfort, and design versatility. With a focus on customizable upholstery and speed of delivery, Craftmaster continues to serve as a trusted partner to retailers and the interior designer community.