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**Baker Interiors Group Introduces Upholstered Bed Collection**

*A New Addition to the Baker Bespoke Program, the Upholstered Bed Collection Encompasses Dozens of Customization Options Tailored to Customers’*

*Every Design Desire*

CONNELLY SPRINGS, NC (April 2021) – Baker Interiors Group is pleased to announce the debut of its Upholstered Bed Collection, an exciting addition to its customization program, Baker Bespoke. Baker Bespoke, which was previously limited to seating, seeks to meet the prevalent need for precise furniture customization, allowing clientele to create their own styles of upholstered chairs, sofas, chaises, ottomans, pillows, and now, beds.

The Upholstered Bed Collection offers 16 original bed designs for clients to draw from, including classic patterns and favorite frames from previous collections with distinguished designers like Thomas Pheasant and Barbara Barry. Clients then have the ability to hand-select from a variety of customization options, including three different heights, five leg styles – available in wood and metal with several finishes, a variety of standard and specialty nail trims, buttoned or buttonless tufting, and more. In addition, Baker Bespoke affords clients the ability for even further customization if their preferences or needs fall outside of the outlined options.

“This Spring, we are thrilled to introduce our Upholstered Bed Collection as a part of Baker Bespoke, which reflects Baker’s commitment to quality and handcraftsmanship while furthering the customization options for our discerning clientele,” said Erica Wingo, Vice President of Merchandising and Marketing at Baker Interiors Group. “We are dedicated to meeting their evolving needs, and after seeing the recent success and demand of the Baker Bespoke seating offerings, we are excited to expand the program to include beds so that this distinct level of customization can become a reality in more areas of our clients’ homes.”

Highlights from the Upholstered Bed Collection include the **Luxe Fully Upholstered Bed**, a beloved Thomas Pheasant design with a signature curved headboard that is now offered completely upholstered to give it a modern, streamlined feel, and the **Panorama Fully Upholstered Bed** from Barbara Barry’s Baker line. All customizable designs are built to uphold Baker’s highest standards of uncompromising quality.

Baker Bespoke 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 Baker and McGuire. For further information, please visit [www.bakerfurniture.com](http://www.bakerfurniture.com).

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