

# HICKORY CHAIR®

For Immediate Release

## HICKORY CHAIR FOCUSED ON STYLE:

### Introducing Ray Booth's new Tectonic Collection, Hable Outdoor, Hartwood, Trouvé, and Stunning New Fabrics

**April 24, 2025 – High Point, North Carolina** – This spring, at the International Home Furnishings Market in High Point, North Carolina, Hickory Chair continues its dynamic expansion of fashion and design with a stunning new lineup that seamlessly blends classic and modern aesthetics. From casual to formal and masculine to feminine, these latest introductions reflect the brand's dedication to timeless craftsmanship and innovation. Exciting new textiles, luxurious leathers, and a sophisticated new finish will elevate both the newest designs and the company's existing collection, bringing them to life with fresh energy and style.

Building upon the iconic Ray Booth® collection that was launched in 2019, and its subsequent layering of fresh new product introductions in the years since, Ray and Hickory Chair proudly introduce the new *Tectonic* collection. This bold new collection moves into a lighter, more relaxed esthetic while retaining his signature architectural refinement and exceptional craftsmanship. Inspired by the art and science of construction, *Tectonic* explores how materials, structure, and design come together to express comfort beauty, and style. "We have truly infused comfort into every piece—it is expressed purely within the designs," explains Ray Booth.

Hickory Chair proudly expands its *Hartwood* and *Trouvé* collections, showcasing the talent and vision of its in-house design team. *Hartwood* introduces a fresh array of furniture designs that capture the rich, romantic sensibilities of Southern Europe. Rather than adhering to a single aesthetic or period, this collection embodies a warm, relaxed personality—reflecting the growing consumer appreciation for the Old-World charm and eclectic influences of Spanish, Portuguese, and Italian design. *Hartwood* pieces encourage customization with optional finishes, base and hardware finishes.

Meanwhile, the *Trouvé* Collection serves as a curated gallery of exceptional, handcrafted pieces sourced from skilled artisans across the globe. Meaning "to find" in French, *Trouvé* is a fitting name for this extraordinary collection, which features an exquisite array of materials, including exotic stone, hand-finished metals, fine wood species, and hand-forged hardware—each piece a testament to craftsmanship and artistry from the world's finest workrooms.

In response to the desires of loyal Hickory Chair enthusiasts, the company has expanded its upholstered offerings with elegantly crafted designs for both living and dining spaces. For living areas, the new introductions embody a balance of iconic style and decorative artistry. Highlights include the *Queen Dorothy Lounge Chair* featuring a graceful scalloped skirt, the expansion of the popular *Kent* series to now feature a *M2M Divan*, as well as exquisitely shaped exposed wood designs like the *Spindle Lounge Chair* and the *Kyoto Bench*. For dining spaces, the new pieces blend beauty with functionality. The *Luna M2M skirted banquette* series offers tailored versatility, while the *Violin Dining Chair* and the *Belle Counter and Bar Stool* series bring refined elegance and comfort to dining areas.

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Hickory Chair's in-house design team has thoughtfully curated a selection of textiles and leathers designed to captivate the senses with rich color, texture, and pattern. The leather palette embraces warm caramel tones and elegant shades of green, while the fabric collection features a harmonious blend of maize, soft blues, and greens, accented by delicate hues of blush, coral, and pink, all balanced with sophisticated neutrals.

Luxurious velvets—including a whimsical printed floral velvet adorned with birds and animals—are paired with an exquisite mix of prints, embroideries, geometrics, and damasks. Thoughtfully selected performance fabrics ensure that beauty and practicality go hand in hand. After all, the greatest luxury is the freedom to enjoy lining with your upholstery without worry.

"Hickory Chair is undoubtedly one of the leading design brands in the industry," says Federico Contigiani, president. "Our company has long been recognized for its exceptional quality and impeccable designs. Over the past year and a half since joining Hickory Chair, it has been incredibly rewarding to collaborate with our talented team each season to invigorate the product line confidently with an exciting and diverse range of new offerings. One of our greatest strengths is our ability to provide highly configurable and custom products while also maintaining a curated selection of iconic, statement-making pieces available for immediate shipment. For 114 years, Hickory Chair has delighted design enthusiasts, and we are committed to building upon this rich legacy."

He continues, "A key part of this vision was to create an inspiring destination for the design trade at High Point Market—one that offers exceptional hospitality, a pleasant work space where one can recharge and be productive while sparking creativity. Our new High Point showroom at 200 N. Hamilton has become just that. I am confident that everyone who visits us this market will see and feel the extraordinary effort and vision that has now come to life."

To celebrate these expansive launches this season, we invite High Point visitors to join us for our events. On Saturday, April 26<sup>th</sup>, Jill Cohen, Editor-in-Chief of Luxe Magazine will moderate a panel discussion with Ray Booth at 4:30 p.m. On Monday, April 28<sup>th</sup> at 10:00 a.m. join us as Laura Holland presents the company's newest 1 hour CEU course: *Custom Furniture – Best Practices & Avoiding Pitfalls*.

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## About Hickory Chair

Since 1911, Hickory Chair has been dedicated to blending the authenticity of classic craftsmanship with the precision of modern lean manufacturing in our Hickory, North Carolina workroom. Over the years, our collection has grown to include timeless designs—both modern and classic—drawn from iconic periods and places, and brought to life by renowned designers like Suzanne Kasler®, Ray Booth®, David Phoenix®, Susan Hable®, Kim Scodro, and Mariette Himes Gomez. In partnership with interior designers, trade showrooms, and high-end boutique stores, Hickory Chair's master craftsmen create bespoke furniture that reflects the designer's vision. Each piece is made to order, crafted from the finest materials, and custom-tailored with nearly endless options for size, wood species, fabrics, finishes, and hardware. Hickory Chair is celebrated for creating luxurious, yet livable furniture designed to stand the test of time. Hickory Chair, LLC is a wholly-owned subsidiary of the Rock House Farm Family of Brands.

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