

# S H E R R I L L<sup>®</sup>

## F U R N I T U R E B R A N D S

### **FOR IMMEDIATE RELEASE**

For further information:

Sydney Martin, Vice President of Marketing

919.273.0966

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

### **Sherrill Furniture Introduces “Life Happens” — A New Performance-Driven Lifestyle Experience**

**Hickory, N.C., April 2026** — Sherrill Furniture will debut “Life Happens” at the Spring 2026 High Point Market, a new showroom concept that highlights the evolution of performance fabrics within a residential setting. Located on the first floor of the Sherrill showroom, the installation presents a curated lifestyle vignette that blends design, function, and innovation.

The concept showcases 15 new performance fabrics, many featuring vibrant colors and patterns selected from leading mills. The featured textiles represent a range of advanced material technologies and are organized into three key categories: inherently performance, machine washable, and bleach cleanable.

Through this structured presentation, the showroom is designed to help visitors better understand the range of performance options available today and how they can be applied across different lifestyles and interior settings.

“As a designer, the concept for Life Happens was born from a very real and personal challenge: creating a home that feels both beautiful and truly livable,” said Gabrielle Davis, Director of Creative Operations for Sherrill Furniture, Hickory White and Showroom Design. “Like so many families, mine is filled with children, pets, and the everyday moments that inevitably bring wear and tear. For too long, there has been a disconnect between designing a space that looks elevated and one that can actually be lived in comfortably.

Life Happens is our response to that challenge. Performance fabrics have and continue to evolve in a meaningful way, and through partnerships with industry leaders like Crypton, Sunbrella, Valdese, Merrimac, Kravet, and Rothschild, we are able to offer textiles that deliver both elevated design and exceptional durability. These fabrics invite people to embrace real living: welcoming dogs onto the sofa, letting children enjoy every room in the home, and sharing moments with friends without worrying about spills or stains. Life is simply too short to limit how we live in our spaces.

With this concept, we wanted to go beyond just telling a performance story. We intentionally paired these innovative fabrics with some of our most trusted and best-selling upholstery frames to create a fully immersive and educational showroom experience. It allows customers to clearly understand the spectrum of performance options available to them, from inherently durable fibers to machine washable fabrics, to bleach-cleanable textiles designed for life’s toughest messes.

Life Happens was created with families in mind, families like mine, who want homes that reflect both their style and their reality. It's about giving people the confidence to live fully in their spaces, knowing that their furniture is designed to keep up with them."

To support this initiative, Sherrill partnered with mills that bring a range of advanced technologies to the forefront, including solution-dyed fibers, PFAS-free finishes, inherent stain resistance, and bleach cleanable constructions. Brands like Sunbrella and Crypton set the benchmark for durability and cleanability, while Valdesse's Inside Out and Sustain lines offer performance-driven solutions with strong design and sustainability attributes.

Life Happens will be on display at the Sherrill Furniture Brands showroom located at 315 Fred Alexander Place during the Spring 2026 High Point Market.

#### **ABOUT SHERRILL FURNITURE BRANDS**

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. For more information, visit: [sherrillfurniture.com](https://sherrillfurniture.com).

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