

Yearwood dishes on newest Klausner line

By Thomas Russell
Senior Editor, Case Goods and Global Sourcing

AT THE MARKET — This fall marks not only the sixth introduction under the Trisha Yearwood Home Collection with Klausner, but also a new style direction that takes the line towards a softer modern aesthetic.

The 30-piece City Limits offers clean contemporary lines across a mix of bedroom, dining room, occasional and entertainment furniture.

Made with wire-brushed acacia veneers, it comes in a Dark Chocolate finish and features metal accents on table and case pieces as well as accent pieces, including a the frame of a kitchen island and the base of TV console and a bed bench.

Recently the country music icon and TV celebrity sat down with Furniture Today to share some thoughts on the development of City Limits along with her expectations for the collection.

How did the design process go for you compared with the other collections?

When we started the design process, the first thing we did was look at all of the current TY collections to make



This panel bed, part of the new Trisha Yearwood City Limits collection for Klausner Home Furnishings, retails from \$699 to \$799 depending on whether it is purchased container-direct from Vietnam or from the North Carolina warehouse.

sure we didn't duplicate any looks. We also looked at industry trends and felt there was a need for cleaner lines with a fresh, more modern look. I think that is reflected in the new City Limits collection.

What differentiates this from your other collections?

City Limits leans more towards a casual contemporary look and less

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This buffet is part of the new Dine Your Way offering at Hooker Furniture.

Hooker Furniture programs have it 'Your Way'

By Thomas Russell
Senior Editor, Case Goods and Global Sourcing

AT THE MARKET — Two new programs being offered by Hooker Furniture this week's High Point Market address the way people are living and working at home.

The Dine Your Way and Work Your Way programs address both casual dining and executive home office, offering consumers options in both wood categories. Each also has a dedicated amount of space — 1,850 square feet for dining and

4,000 square feet for executive office — in the Hooker showroom in space C-1058 of the International Home Furnishings Center.

The dining segment is showing 12 new dining chairs, including four styles available in bar and counter heights. The chairs will be shown with about 10 new and existing tables and also along a perimeter wall display.

Retailing from \$329 to \$659, each style of chair also is available in two performance fabrics, said Alexandra O'Hare, vice president merchandising and stra-

tegic initiatives at Hooker. Table-and-four-chair sets being shown start around \$2,499.

"In this instance, we really doubled down on the value offering to our customer and to their consumers," O'Hare said. "It is really a comprehensive offering, and the value proposition is very strong, especially for a company such as Hooker Furniture."

Meanwhile, Work Your Way features five styles of executive home office groups

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Hall puts stamp on new Sherrill occasional lineup

By Thomas Russell
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AT THE MARKET — New occasional groups being shown here at the October High Point Market showcase the product development talents of Cindy Hall, an industry veteran that joined the company late last November.

Hall had previously spent almost all of her career in the industry — more than 27 years — at Hooker Furniture, working in various product development and merchandising roles for case goods, youth and accent furniture.

After leaving Hooker Furniture in the summer of 2017, she took a position as brand manager at Uttermost and then became vice president, case goods merchandising at Sherrill Furniture.

Visitors to the High Point pop-up event in June and the recent Premarket in September got to see some of her latest work, including seven full occasional table groups with a total of 23 pieces, plus another 14 accent pieces. In addition, Hall and the creative team at Sherrill developed new case goods pieces at Hickory White.

But the product line — largely developed for the April market that was postponed then later canceled — will have its



The Samara bunching cocktail table features a Blue Storm marble top on the larger cocktail and a smoked tempered-glass top on the smaller nesting cocktail.



The Ming cocktail table by CTH Sherrill Occasional has Asian-inspired design elements.

largest audience at this week's High Point Market, at 315 Fred Alexander Place, suite 330.

In developing the occasional line in particular, Hall said she considered looks that would tie in with upholstery at sister brands including Precedent, Sherrill upholster, Hickory White and Motioncraft.

Within the occasional

groups, there are several key styles ranging from mid-modern seen in the Hayes group to modern Asian styling seen in the Ming group.

One of the accent pieces, the Emory drawer chest, has a retro feel reminiscent of a 1950s TV set with the shape of the frame and the splayed legs.

Meanwhile, geometric and

materials used in the line, which offers cocktails retailing from \$799 to \$1,699. "That is the fun part: You can do pretty much anything."

With the exception of the Ming group that is made domestically, all the groups are imported from countries including Mexico, Vietnam and the Philippines. Mexico in particular has become an important resource for Sherrill and others, particularly given its availability of solid wood and other materials such as marble, stone and metals.

Groups that make the final cut based on commitments and orders at market, are expected to hit retail late in the first quarter.

In addition to a new bed and dining table, there are 17 new Hickory White occasional/accents pieces that include cocktail tables, end tables, writing desks, consoles, drawer chests and a storage cabinet. Some of these items are shown in more than one finish, highlighting Hickory White's custom capabilities.

Some 95% of these items are made in Hickory and are expected to hit retail in late December or early January.

The CTH Sherrill occasional line can be seen at its showroom at 315 Fred Alexander Place, and the Hickory White line can be seen at 309 N. Hamilton St. **📍**

300 South Main brings its first leather motion line to market

By Powell Glaugher
Senior Editor

AT THE MARKET — Industry wholesaler and manufacturer 300 South Main, is entering the leather motion category, showcasing the new product in its newly expanded showroom.

The category launch will include 20 groups ranging from transitional to contemporary style. The new program includes

manual and power options, an assortment of leather grades and fabrics, and an array of innovative tech options.

Sofa price points will begin at \$499 in fabric for manual motion and power leather motion sofas in the \$999 to \$1,199 range. A full lineup of power leather sectionals are available in the \$1,999 to \$2,999 range as well.

All new models will have customizable sectional options.

"We have great delivery and fantastic lead times," said Ken Salm, president of 300 South Main. "The tech-driven motion category is incredible, and we have some beautiful new designs with all the bells and whistles."



Part of the new leather motion upholstery lineup from 300 South Main.

The company is showcasing its lineup at its new showroom

at 300 S. Main St., spaces 1002, 1003 and 2003. **📍**