

# HIGHLAND HOUSE

## Highland House Celebrates Spring at 200 Steele

### With the Debut of 75+ New Upholstery Silhouettes, Tables & Case Accents

**(High Point, NC – April 2017)** At the April 2018 High Point Market, Highland House is celebrating spring's spirit of optimism as it welcomes market guests to the company's second market in its 10,000-square-foot first-floor 200 Steele showroom.

Throughout the showroom's thoughtfully laid-out vignettes, there's a signature freshness and optimistic spirit that's readily apparent in everything from the upholstery silhouettes to the couture-inspired fabric presentation to the fashion-forward colors and finishes on tables and cases. New introductions this market include 50+ upholstery silhouettes plus 25+ clean-lined tables and case accent pieces that, while classic in form, exhibit a decidedly modern perspective that speaks to the needs of both the retail and interior design trades.

"As always, we are thrilled to be welcoming old and new friends, existing customers and new ones, to our High Point home at 200 Steele," says Nathan Copeland, Highland House president. "Our attitude and our presentation this market exude optimism, and our showroom reflects this upbeat mood. Our creative director, Lee Belmore, whose eye for fabric and frame is without peer, has once again brought a sophistication and multigenerational appeal to our product presentation that's not only evident in our showroom but also visible throughout our line. Simply said, our Highland House mantra, 'Keep it Pretty' (#keep it pretty), is front and center for spring 2018."

Copeland adds, "Our capsule collections, by Charlotte-based interior designer Barrie Benson and husband-wife creative duo Courtney and Randy Tilinski of Atlanta's renowned retail boutique Bungalow Classics, continue to grow. The distinctive perspectives these amazing designers bring to our product line perfectly suit the needs of our customers. We're honored to have such esteemed designers working with us under the Highland House umbrella."

Creative director Lee Belmore's carefully curated fabrics continue to set the bar in the furniture industry for upholstery fashion. She travels far and wide sourcing fabric both domestically as well as with textile producers around the world to bring a singular

look and quality to Highland House upholstery. And for the spring market, she has brought in another group of 80 new artfully curated fabrics, the majority of which are exclusive to Highland House.

“At this market we’re celebrating optimism, and that’s something you will find lots of this spring at Highland House,” Belmore says. “We love beautiful textiles at Highland House. We’re not afraid of high-fashion prints, because we like to make bold fabric statements. We celebrate bright color, and yet we also appreciate the appeal of softer hues. We looked to the runways of Paris and New York for inspiration, and in a nod to fashion runways, you’ll find many couture pastel influences in our color story. New in our fabric assortment this market are a number of exuberant prints, intricate embroideries, exquisite silks, crisp linens, luxurious velvets, luscious leathers, multi-textured wovens as well as a number of today’s popular performance fabrics. Our color story ranges from pearl whites to platinum grays, from quiet Scandinavian blues to French blue, from soft wisteria to plum, from pale aquamarine to teal to bold peacock, from peachy-pinks to brightest peony. And, on the neutral side, we always have a great-looking, easy-to-live-with neutrals story to tell.”

Highland House continues its ongoing relationship with Blue Print, the highly respected art resource from Dallas, TX, who continues to display its impressive line of artwork throughout the Highland House showroom at the High Point market. In addition to its exciting Dallas retail store and busy interior design business, Blue Print represents the work of established and emerging artists who work in contemporary and figurative narratives. For more information about Blue Print: [info@blueprintstore.com](mailto:info@blueprintstore.com).

Once again, Highland House has the privilege of hosting a market pop-up shop for Assouline Publishing, the New York-based world-renowned publisher of luxurious books on such subjects as architecture, art, design, fashion, gastronomy, lifestyle, photography and travel for true bibliophiles. For more information about Assouline and its outstanding product line: [assouline.com](http://assouline.com).

Highland House goes to great lengths to address today’s customer demand for beautifully scaled, expertly tailored furniture with nearly limitless options for customization. In addition to producing fine classic upholstery in the company’s Hickory,

NC, factory, Highland House offers an exclusive line of tables and occasional accent furniture, most of which it customizes and finishes in the company's Hickory facilities.

Headquartered in Hickory, NC, Highland House is a division of Rock House Farm Family of Brands, whose other brands include Century, Hancock & Moore and Jessica Charles. After more than 50 years, Highland House remains committed to producing high-end furniture of impeccable quality that is proudly produced in our North Carolina factories.

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