



For further information
Shannon Baugh
336.474.5462
sbaugh@lexington.com

FOR IMMEDIATE RELEASE
October 13, 2023

Artistica Launches New Upholstery Portfolio *An Extensive Assortment of Original Contemporary Designs*

HIGH POINT, NC – Artistica Home is pleased to introduce a collection of custom upholstered seating under the **Artistica Home** brand. The assortment of striking contemporary designs includes six sofa styles, five sectional configurations and seven swivel lounge chairs. The portfolio will be unveiled in the Artistica Home showroom at 200 North Hamilton, Suite 221, during High Point Market, October 13-18, 2023. A special launch celebration will take place on Saturday, October 14th from 3-6:00 pm in the showroom.

“In the premium segment of the business, there has never been a greater need for exceptional contemporary seating,” said Robert Yount, President and Creative Director of Artistica Home. “Clients and sophisticated consumers value differentiated design, crisp tailoring, luxurious seating comfort, and a selection of textiles that make a convincing statement. High-end design and remarkable seating comfort shouldn’t be mutually exclusive, and we see a critical need in the marketplace to address that balance. The most compelling designs fall flat if the client can’t sit down gracefully and lounge comfortably. The Artistica upholstery portfolio delivers an entirely approachable yet elevated view of contemporary styling.”

In designing each new silhouette, the product development team paid exacting attention to seating height, depth, pitch and cushioning. The resulting portfolio offers dramatic contemporary looks with a level of comfort unique to this premium segment of the business. Design details include recessed wooden plinth bases, chamfered fully-upholstered bases, architectural lines and shapely corners. Cushions are offered in bench seat and split-cushion configurations, and a variety of decorative accent pillows further customize the offering.

An entirely new textile package will be unveiled as a part of the Artistica upholstery launch. Natural fibers and organic colors anchor the collection, which includes rich Belgian linens, modern boucles and timeless wovens, offering an interplay of textures, patterns and tones. The program also leverages the diversity of 1,300 fabrics in the Lexington Home Brands assortment. As expected, full COM capability will be offered. Manufacturing and tailoring operations will be done at the company’s dedicated North Carolina facility with shipping times of 30 days.



“The Artistica Home brand, under Robert’s direction, has experienced explosive growth since our acquisition of the company in 2016,” said Phil Haney, President and CEO of Lexington Home Brands. “Given the design, diversity and breadth of the Artistica occasional assortment, an extension into custom upholstered seating was a natural step. Across our portfolio of brands, Lexington’s value as a manufacturing partner lies in our ability to deliver a continuum of exceptional design across every relevant category, and upholstered seating is one of the most important.”

“The takeaway for the new program is that bespoke upholstered seating shouldn’t be the exclusive purview of trade-only showrooms,” continued Yount. We have created a robust offering, featuring great design, broad customization and superior comfort at an attractive relative value... available to ship in 30-days. For retail and design partners, our goal is to expand the reach of their business. For clients and consumers our goal is to provide sophisticated, high-end designs that are as inviting and comfortable as they are beautiful.”

The Artistica upholstery portfolio will debut at the High Point Market, October 13-18, 2023 in the company’s showroom at 200 North Hamilton, Suite 221. The showroom opens at 8:00 am daily. Lunch is served from 11:30 am until 2:00 pm, and champagne is served daily at 4:00 pm.

Private transportation is available from 8:00 am to 6:00 pm daily between the Artistica Home showroom, the Lexington Design Studio across from IHFC, and the main Lexington Home Brands showroom on National Highway. Shuttles stop at each location every ten minutes. For appointments or more information, email marketing@artisticahome.com or call 336.474.5555.

ABOUT ARTISTICA HOME AND LEXINGTON HOME BRANDS

Artistica Home is a division of Lexington Home Brands. A global manufacturer and marketer of residential home furnishings, Lexington is recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1901, the company's diverse assortment includes wood and upholstered furniture at medium-to-upper price points across every relevant style category, from classic to contemporary. The company's portfolio of brands includes Lexington®, Tommy Bahama Home®, Tommy Bahama Outdoor Living®, Sligh®, Artistica Home®, and Barclay Butera®. Products are distributed through home furnishings retailers, interior design professionals, trade showrooms and select Internet retailers. Headquartered in High Point, North Carolina, the company has showrooms in High Point, New York and Denver. For additional information, visit artisticahome.com or lexington.com.

CONNECT WITH ARTISTICA HOME

facebook.com/artisticahome
instagram.com/artisticahome

DIGITAL PRESS CENTER

Visit our online press center to access the most current press releases and hi-res imagery:

www.lexington.com/press

CONNECT WITH LEXINGTON

#LHBDesign

facebook.com/lexington
instagram.com/lexingtonhomebrands
youtube.com/lexingtonfurniture

pinterest.com/lexingtonhomebrands
twitter.com/lexingtonbrands
vimeo.com/lexingtonfurniture