



For further information  
Shannon Baugh  
336.474.5462  
sbaugh@lexington.com

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## **Lexington Introduces Silverado** ***A Relaxed Interpretation of New Traditional Style***

HIGH POINT, NC – Today, home serves as a classroom, an office, a gym and a sanctuary. Home furnishings play an essential role in supporting that new lifestyle. Lexington Home Brands announces the introduction of **Silverado**, the latest collection in the Lexington brand portfolio. Designs feature a relaxed interpretation of new traditional style. The collection will be unveiled at the High Point Market, June 4-9, 2021 in the Lexington Home Brands showroom, located at 1300 National Highway.

“Over the last several years, a casual aesthetic has permeated every style category, from classic to contemporary,” said Phil Haney, President and CEO of Lexington Home Brands. “The reality of spending more time at home has dramatically accelerated that trend, to the point that consumers view home furnishings today with a keen eye towards how they support and enable the reality of a new lifestyle.”

“This evolution is particularly interesting in the traditional category,” continued Haney. “It remains the styling-of-choice for most affluent consumers. Designs, however, have evolved past ‘new traditional’ to what might be best described as ‘relaxed traditional.’ The familiarity of classic lines remain, but edges are softer, the finishes more forgiving, comfort has become a priority, and elements like statement hardware offer touches of transitional styling. Designs in **Silverado** offer a fresh take on this new aesthetic at a time when consumers have never been more highly focused on updating their interiors.”

Casegoods designs in **Silverado** are crafted from rustic walnut veneers and mahogany solids in a distinctive walnut finish. Classic lines are accented with the artisan look of hammered and forged iron bases in a burnished maritime brass finish. Exotic elements like tiger brown travertine tops, with veining unique to each piece, add to the eclectic feeling of the portfolio.



# Silverado

Upholstery silhouettes blend traditional and transitional styling, reinforcing today's fresh approach to the category. The presentation will incorporate three new color palettes. The first features soft neutrals in ivory, tan, steel and ochre. The second highlights spruce, flax and sienna. The third marries the rich peacock tones of teal and gold for a dramatic contrast against the rich walnut finish. Distinctive textile patterns include transitional and global prints, geometrics, plaids, textural stripes, animal skin, faux fur and an assortment of supple leathers. Crisp tailoring is highlighted by the addition of new decorative fringes and cords. The result is a fashionable, sophisticated, yet approachable take on traditional styling.

***Silverado*** will debut at the High Point Market, June 4-9, 2021 in the Lexington Home Brands showroom, which is open daily from 8:00 am until 6:00 pm. Complimentary parking is available at the showroom campus and lunch is served daily. Private transportation departs every ten minutes from the Lexington Design Studio in downtown High Point to the main showroom and back, operating daily from 8:00 am to 6:00 pm or until the last guest is served. The Design Studio is located at the corner of Commerce Street and Wrenn, directly across from the IHFC building and the main transportation terminal. For more information, call 336.474.5555 or email [marketing@lexington.com](mailto:marketing@lexington.com).

Thirteen Hundred National Highway, Thomasville, North Carolina 27360  
336.474.5300 | [lexington.com](http://lexington.com)

## ***ABOUT LEXINGTON HOME BRANDS***

Lexington Home Brands is a global manufacturer and marketer of residential and contract furnishings, recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1903, 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, to-the-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 [lexington.com](http://lexington.com).

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