

# LEXINGTON

H O M E B R A N D S

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## **Lexington Introduces Zanzibar** *A Fresh Take on Casual Contemporary Design*

HIGH POINT, NC – Today’s translation of casual contemporary design has taken a decided turn, with an emphasis on organic and textural elements along with accents that hint of the exotic. Setting the tone for this new direction, Lexington Home Brands announces the introduction of **Zanzibar**, the latest addition to their Lexington brand portfolio. The lifestyle collection will debut at the High Point Market, October 21-26, 2022 in the Lexington Home Brands showroom, located at 1300 National Highway.

“The relevance of casual contemporary styling lies in its capacity for interpretation,” said Phil Haney, President and CEO of Lexington Home Brands. “The reality of more time spent at home has redefined the way consumers view their interiors. Their priorities are comfort, less formal finishes, earthy color tones, and a mix of organic and textural materials, highlighted with statement pieces that speak to their personal style or journeys they’ve taken. Today’s new aesthetic is a curated blending of elements, punctuated by key signature pieces that make the room feel like an escape. As the name implies, **Zanzibar** was designed to offer a fresh and unexpected view of relaxed contemporary living.”

In a play on contrasts, the collection is crafted from quartered white oak in a warm taupe finish with bases in a deep espresso coloration. Surfaces are gently wire-brushed to enhance the wood’s natural grain, while sleek custom hardware, finished in dark umber, offers a striking complement. Select occasional tables feature antiqued Dark Emperador marble tops. Designs boast approachable yet clean architectural lines that speak to a casual lifestyle, offering a look that is nothing short of extraordinary.

Upholstered seating in **Zanzibar** features transitional and contemporary designs with gentle curves and exceptional tailoring that complement the architectural lines of the collection. These soft silhouettes serve as a showcase for an array of plush textiles, including boucles, chenilles, velvets, supple leathers, shearling fur and a variety of faux furs. Patterns include bold geometrics, animal skins, contemporary checks, textural plains and abstract bohemian designs. In keeping with the organic premise of the collection, color palettes feature rich earthy tones like camel, cream, taupe, russet, and dark mocha.

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# Zanzibar



“The island of Zanzibar, which is one of the Spice Islands in the Indian Ocean off the coast of Tanzania, evokes a sense of the exotic,” continued Phil Haney. “In developing the personality of this collection, we wanted to infuse the allure of travel and discovery. The beauty of casual contemporary styling, particularly with natural finish tones and organic design elements, is that it effortlessly lends itself to the use of dramatic pieces that define a room – from accent items to original art or sculpture. Consumers today place a priority on making a look uniquely theirs, and **Zanzibar** is designed to do exactly that.

**Zanzibar** will debut at the High Point Market, October 21-26, 2022 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 main transportation terminal. For more information, call 336.474.5555 or email [marketing@lexington.com](mailto:marketing@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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