

LEXINGTON

HOME BRANDS

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Introducing Geneva and Lucerne from Lexington *Rewriting the Rules of Traditional Design*

HIGH POINT, NC – In the evolving landscape of luxury interiors, traditional design continues to be interpreted through a more relaxed, contemporary lens. This style is best described as neo-traditional, reflecting a broader movement towards livable elegance and understated sophistication. Addressing this opportunity, Lexington Home Brands announces the introduction of two exceptional lifestyle collections, **Geneva** and **Lucerne**, debuting at the High Point Market, April 24–29, 2026, in the Lexington Home Brands showroom at 1300 National Highway.

“The definition of traditional design has fundamentally shifted,” said Phil Haney, President and CEO of Lexington Home Brands. “The post-Covid period marked an inflection point in our industry, and today’s consumer values authenticity and comfort over formality and pretense. Luxury is interpreted as something deeply personal and inherently livable. **Geneva** and **Lucerne** were conceived to reflect that mindset, where classic forms are softened, materials and finishes are more approachable, and the presentation feels current and inviting. While the two collections share design continuity, they convey distinctly different styling perspectives. Artisan finishes, custom hardware, unique accent materials and correlated upholstery infuse each with a personality of its own – an embrace of tradition without formality, delivering comfort without compromise.”

The Geneva Portfolio

Geneva is a collection for those who believe luxury should feel inhabited, not displayed. It reveals itself with a sense of quiet luxury, grounded in rich materials and beautiful detailing. Designs are built on a foundation of white oak and quartered walnut in a deep sable finish with matte bronze hardware. Natural materials like Roma travertine and woven cane add texture and visual depth. Two upholstery palettes extend the story further. One leans into warm, saturated tones of chestnut and cinnamon, paired with geometric florals and luxe textures that invite the touch. The second layers caramel, neutrals, copper accents, and indigo patterns for a hint of drama.



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The Lucerne Portfolio

Designs in **Lucerne** take a different approach – lighter, airier, slightly more relaxed in feel, and even coastal in spirit. Crafted in white oak, pieces are gently wire brushed and finished in an elegant linen white tone with ivory cerusing to enhance the natural grain. Custom matte pewter hardware and accents of Cream Emperador marble contribute to an elevated, effortless aesthetic. Correlated upholstery features two fresh color narratives. One palette channels coastal living with glacier blue chenilles and zesty citron accents. The other grounds the collection in warm saddle leather, artisanal textures and global patterns for an inviting organic interpretation.



“As luxury homes continue to evolve into sanctuaries of comfort and self-expression, the language of traditional design is being rewritten,” continued Haney. “Traditional is not going away, but simply evolving. **Geneva** and **Lucerne** were developed to address the demand for a new generation of neo-traditional interiors – where classic forms meet contemporary living.”

Geneva and **Lucerne** will debut at the High Point Market, April 24-29, in the Lexington Home Brands showroom, open daily from 8:00 am until 6:00 pm. Complimentary parking is available on the showroom campus and lunch is served daily. ***The company will host a special buyer and designer reception on Sunday afternoon at the main showroom from 4-7:00 pm with cocktails and heavy appetizers.***

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 until 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 email marketing@lexington.com or call 336.474.5555.

ABOUT LEXINGTON HOME BRANDS

Lexington Home Brands is a global manufacturer and marketer of residential home furnishings, 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, 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.

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