

# HICKORY CHAIR®

For Immediate Release

## HICKORY CHAIR LAUNCHES ITS NEXT CHAPTER WITH ENTRY INTO OUTDOOR LIVING SPACES AND A NEW HIGH POINT SHOWROOM

**October 13, 2023 – High Point, North Carolina** – This fall at the International Home Furnishings Market, Hickory Chair revealed its inaugural launch into outdoor living spaces with the introduction of four distinctive outdoor furniture collections designed by Susan Hable. Showcased in the company's new showroom conveniently located in the heart of the High Point Design District at 200 N. Hamilton Street, these beautiful outdoor will inspire designers to extend the aesthetic of interior living spaces into their outdoor living spaces.



Susan shares “I was given complete creative freedom to design these outdoor collections for Hickory Chair. This comes from a mutual trust between companies and an alignment of vision for the future. Being at the heart of the collection comes with several criteria that I tried to meet...classic shapes, timeless design, special and appropriate in many kinds of gardens, back porches, and pool sides for all the talented designers across the industry that look to Hickory Chair for inspiration.”

The Haret and Ibis collections were crafted in metal, Aswan in teak and Yara in Ecolene® synthetic weave, showcase not only the distinctiveness of the materials, but also the talent of the craftspeople that have hand-crafted each piece. A series of distinctive outdoor finishes were created for each series. The company will support this new category and collection with a robust assortment of Hickory Chair outdoor fabrics and a new collaboration with Sunbrella® with its newly launched 2023 Outdoor fabric program.

The term Haret can be translated as the cabin at the heart of the forest; the caretaker and the center of things. This term is the perfect name for the largest of the Hable outdoor collections. Hand cast in aluminum and then powder coated in a choice of two finishes, the lyrical lines of the product are contrasted by a unique fretwork pattern that creates a charming pattern on the seat and back of seating pieces and the tops of the tables. The fret motif was designed exclusively for this collection. The gentle scallop of the top rail was intended to provide a beautiful swaying motion to the back of the chair that follows the arc of the arms and the saber legs of the Haret collection. The series was thoughtfully designed to be elegant and beautiful even when its cushions are stored. Marvelously finished in Cloud White or Smoke Grey, its subtly silky surface is the finishing touch that seals its grace.

The Ibis Collection is named for an Egyptian bird with a distinctive long curved beak that has been idolized from ancient times. Inspired from Susan's travels to Egypt last



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year by hieroglyphics depicting birds with its long lines and beaks, the Ibis bird was revered for its dramatic features and its non-confrontational demeanor. Known as a symbol of integrity and balance, the Ibis Collection reflects these attributes. Crafted in metal, the Ibis Collection is available in a choice of Verdigris or Cloud White finish. The Ibis Collection's graceful forms blend beautifully into nature.

The southern Egyptian city of Aswan is an ancient city located along the Nile River. It is arid, exotic, and considered the "Egyptian Paradise" and is known as one of the sunniest places on Earth. This region is the inspiration for the new Aswan Collection. Solid teak was chosen for the Aswan collection as its textural Driftwood finish is reminiscent of the arid desert and the sound icons left from antiquity. Each Aswan teak piece will naturally age like the standing statues and obelisks that have stood the test of time.

"My intention for the Yara Woven collection was to design a woven pattern that would be completely sculpted by weaving a beautiful woven pattern with recycled synthetic Ecolene® cane and on each piece by hand. Artisans start the process with one corner of the powder-coated aluminum frame and weave the cane like a basket until the end is tied off. The Graystone color of the material was inspired by travel to Sea Ranch California where homes and buildings are designed to melt into the landscape.

"Warmth and a light breeze are some of my favorite things as a new season begins. It is new growth, sunshine and first light walks to survey new buds, leaves and even weeds that bring joy to my heart and purpose as I touch my paintbrush to canvas. It is not by chance that the lines of our unique outdoor designs mirror the natural world," shares Susan. She continues, "Each collection has elements that reflect the pleasure in outdoor living. I believe that people will naturally linger longer in our thoughtfully designed furniture."

On October 18<sup>th</sup>, Hickory Chair will celebrate its 5-year anniversary as part of the Rock House Farms Family of Brands. To celebrate this exciting chapter in its storied 112-year history, Hickory Chair has also collaborated with each of its iconic design partners, Suzanne Kasler, Ray Booth, David Phoenix, Kim Scodro and Hickory Chair VP Creative Director, Skip Rumley to introduce curated pieces that beautifully complement their distinctive collections. In addition, five sculptural Made to Measure™ Table collections have been launched with exciting new inset veneers, wallpaper and leather selections as the company secures its position as an industry leader as an American manufacturer of customized, configurable upholstery and wood products. This fall Hickory Chair has introduced one of the largest product and fabric introductions in company history.

"It is honor to be part of Hickory Chair as it begins this exciting new chapter. Our future holds tremendous promise with the strategic plans that we have implemented over these past five years as a part of Rock House Farm Family of Brands. Our employees are focused on making the finest indoor and now outdoor furnishings in the marketplace for our loyal clientele and their clients," shares Laura Holland, VP Marketing of Hickory Chair. She continues, "Expanding into the outdoor category is a natural progression for our company. We believe that we have once again revealed the incredible talent, collaboration, and vision our Hickory Chair family has not only for today, but the future."

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## About Hickory Chair

For more than 112 years, Hickory Chair has been crafting custom wood and upholstered furnishings in a wide range of classic styles. Inspired by such historical sites as Winterthur Estate and the estates along the James River in Virginia, as well as by noted furniture authorities such as Suzanne Kasler, Ray Booth, David Phoenix, Susan Hable and Mariette Himes Gomez, Hickory Chair's hallmark is luxurious yet livable furniture that's made to order and made to last. Please visit [hickorychair.com](http://hickorychair.com) for product information, or contact us with special requests. Hickory Chair, LLC is a wholly-owned subsidiary of the Rock House Farm Family of Brands.

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