



Digital
Press Kit

Southern Roots is a unique program specifically developed for the trade, offering affordable custom upholstery, inspired styling, and curated collections. We believe everyone should have access to professional expertise and affordable design. Craftmaster Furniture, founded in 1972, continues it's mission to design and manufacture upholstery for the way we live today. Proudly made in America.

BRAND LOGOS



SOUTHERN ROOTS
BY CRAFTMASTER

LEADERSHIP ANNOUNCEMENT

Pamela Lee Kale, Director of Interior Design: Kale joins the Southern Roots Division with over 30 years of industry experience across design, sales management, and retail ownership. Her career includes serving as President of PDL Design Group in Charlotte, owning the Hickory boutique studio Citron & Silver, and managing wholesale operations for Warehouse 2120. Known for a mid-century modern aesthetic with colorful accents, Kale's work has been featured on HGTV's Designer's Challenge, Charlotte Place, and WNC Magazine. Her goal is to streamline the ordering process and build product confidence for design partners.

Click [here](#) to see the full release.



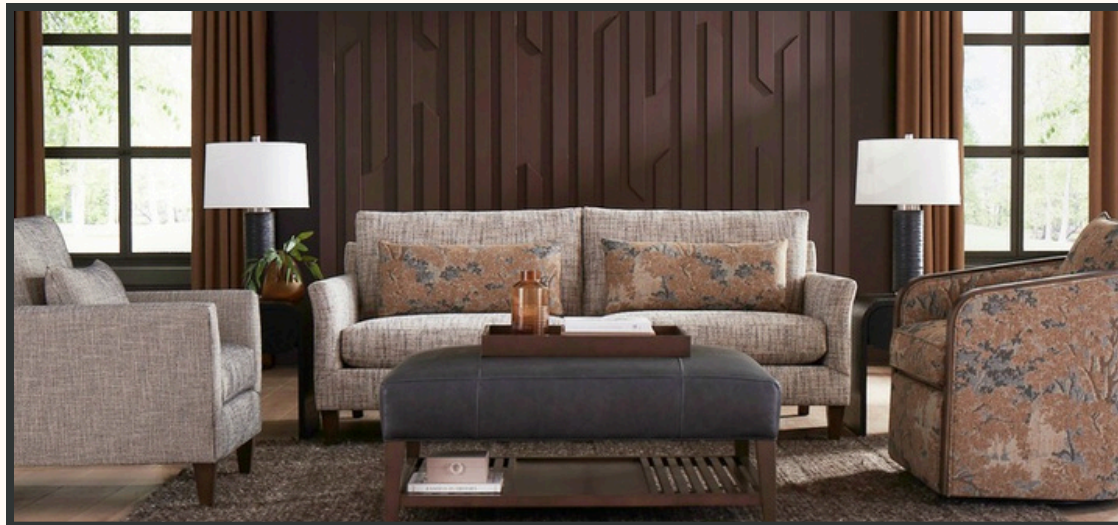
BRAND-NEW SATELLITE SHOWROOM LOCATION

We're excited to introduce our Southern Roots by Craftmaster temporary space at Market Square Suites, M-4020, where you can stop in for a glimpse of what we've been crafting.

We hope you'll be inspired to see even more! Hop aboard our complimentary shuttle and visit our 70,000 square foot main showroom at 2622 Uwharrie Road, where you can explore the full Craftmaster experience and enjoy a little Southern hospitality along the way. Join us at the coffee bar, breakfast, lunch, late-afternoon snacks...and a beverage waiting for you.



BRAND PHOTOS



NEW PRODUCT
CRAFTMASTER
FURNITURE



763649SS PHOEBE SOFA

75" W x 36"D x 36"H

New 2 over 2 sofa with a sculpted track
arm available in two lengths.

**065310BDSC SOMERTON
SWIVEL CHAIR**

32" W X 33"D X 34"H

New Swivel Chair

NEW PRODUCT
CRAFTMASTER
FURNITURE



762970BD SINCLAIR SOFA

89" W X 41"D X 36"H

New sofa shown as a 2 over 2 with a slightly flaired arm available with a bench seat.



**065310BDSC SOMERTON
SWIVEL CHAIR**

32"W X 33"D X 34"H

New dramatic high back
swivel with a small kidney
pillow for added comfort.



**063910 LANGLEY
WOOD ACCENT CHAIR**

28"W X 33"D X 36"H

New tight back and seat
wood accent chair.

NEW PRODUCT
CRAFTMASTER
FURNITURE



068310 FLEUR
WOOD ACCENT CHAIR
26"W X 33"D X 43"H
New carved cane wood accent chair.

Join us for *Crafted Conversations* @ 3:00 during High Point Furniture Market



Friday, October 16th - Crypton will share fiber insights, performance benefits, and a live demonstration showing just how cleanable performance fabrics can be.



Saturday, October 17th - Today we welcome, Melissa Herriott, an artist and interior designer to share her personal journey of leaving the corporate world behind to build a creative studio specializing in distinctive interiors and original artwork.

Melissa's designs and artwork can be found in homes and businesses throughout Charlotte and beyond. She is regularly featured on live television, was cast in HGTV's hit series Renovation Resort and has earned recognition at juried art shows.



Sunday, October 18th - Revolution Fabric's Team will take us behind the fabric - sharing their construction story, durability, how their fabrics are made and finally putting the fabric to the test with a live demo.

Media Assets & Contact

Brand Assets Notice

High-resolution logos, approved lifestyle or product photography are available for editorial use and can be downloaded [here](#).

Media Inquiry Contact

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