

# HENREDON®

## **HENREDON PROUDLY ANNOUNCES THE APRIL LAUNCH OF THE JEFFREY BILHUBER COLLECTION**

***New York-based designer brings brisk American Style to luxury icon.***

**High Point, North Carolina – February, 13, 2017** - This spring at the international Home Furnishings Market in High Point, North Carolina, Henredon will reveal the new Jeffrey Bilhuber Collection of upholstered furniture, wood products and accessories. Jeffrey Bilhuber has a uniquely American perspective that breathes new life into tradition with an innate understanding of modern sensibilities. The confidence and clarity with which he mixes periods and design ideas have placed him in the uppermost echelon of America's design community and made him a constant fixture on Architectural Digest's prestigious AD100 list.



A confirmed American Master—the title of his fourth best-selling design book—Bilhuber takes pride in his role as an unapologetic optimist and innovator, always looking toward the future while taking cues from his deep understanding of the past. “I represent an American point of view that takes history and gives it horsepower,” he says. As a result, his interiors are invariably timeless, possessed of a certain strength to be sure, but also of the seductive exuberance that marks the designer's personality as well as his work.

Vogue editor Hamish Bowles has likened Bilhuber to no less than a 21<sup>st</sup> century Billy Baldwin. In the Wall Street Journal, Sara Ruffin Costello called him “a design pioneer on par with phenoms like Albert Hadley.” Indeed, Bilhuber imbues his projects around the globe—whether they are 5000 square feet or 50,000—with a profound sense of modern day luxury, a state in which practicality, comfort, and sheer beauty always coexist.

Bilhuber has been published in more than two hundred design books and featured in every major national and international shelter publication. In addition to the AD100 list, he is consistently included in Elle Décor's A-List, House Beautiful's Top 100 Interior Designers, and Instagram's 10 Interior Designers to Follow. Part of the grand tradition of decorator as insightful chronicler of our

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journey as a people, Bilhuber is also eminently adept at leading clients and consumers on their individual paths towards home. During the course of his acclaimed career, the designer has always believed that interiors should be open-armed and embracing. "Comfort is found in the spirit of things," he says. "It's how you feel when you enter a room." In Bilhuber's inventive, engaging interiors, one cannot help but feel sublimely welcome.

He is the author of four highly acclaimed books published by Rizzoli. His first book, Jeffrey Bilhuber's Design Basics, with a Foreword by Anna Wintour, is now in its sixth printing and was followed by Defining Luxury: The Qualities of Life at Home. In his third book, The Way Home: Reflections of American Beauty, Bilhuber shares personal histories and anecdotes about family life—and provides a virtual manual on decorating with soul. His latest title, American Master: Notes on Style and Substance with a Foreword written by his client Mariska Hargitay, represents Bilhuber's curated point of view on design.

2017 is a year of significant growth for the Bilhuber brand with the launch of diverse product and licensing collaborations. Henredon will roll out a signature collection of products to include upholstered furniture, wood products, decorative lighting and accessories. In April, Elson & Company will launch a collection of flat weave dhurries and Tibetan carpets that align with the singular American perspective of Jeffrey Bilhuber.

"We are confident that the Jeffrey Bilhuber Collection will delight our network of loyal Henredon dealers around the world with the distinctive array of fine upholstery and wood products along with a signature assortment of accessories," says Regan Iglesia, Chief Merchandising Officer. "Henredon is a confident brand and Jeffrey's collection will both complement and expand the broader Henredon product line to fine retailers and to the trade."

Bilhuber's collection reflects his career-long attention to detail, his insightful American style, and his fearless individual point of view. For his part, the designer is proud of his collaboration with Henredon: "I am honored to be part of the Henredon family which has so strongly supported American design talent for the past 71 years."

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## **About Henredon:**

An American Luxury icon, Henredon was created when four talented businessmen in Morganton, NC, came together with the belief and determination that they could make better furniture. Seventy years later, the Henredon brand carries the same master craftsmanship so important to its founders. While its heart is first and foremost an American brand, Henredon enjoys a loyal fan base in luxury centers around the world. Headquartered in High Point, North Carolina, Henredon is part of the Heritage Home Group family of brands, which includes in its stellar portfolio name brands such as Hickory Chair, Drexel Heritage, Lane Venture, Maitland-Smith, Pearson, Thomasville, Broyhill, and Lane.

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