

# CENTURY®

FOR IMMEDIATE RELEASE

PRESS RELEASE

Contact: Alexa Keaney, Director of Marketing

[akeaney@centuryfurniture.com](mailto:akeaney@centuryfurniture.com)

336-884-4954

---

**High Point, North Carolina (April 2024)-** Building on its legacy of innovative design and craftsmanship, Century Furniture announces an expansion of its best-selling collection, Maison '47. Twenty new pieces in bedroom, dining and occasional add to the collection creating a robust assortment of new product that speaks to the classic forms of the past but is refreshed in both scale and finish for today's casual living.

The Maison '47 collection embodies a sophisticated blend of timeless elegance and modern functionality, reflecting the evolving tastes and lifestyles of today's homeowners. Classic European designs are rendered in oak solids and veneers giving them a casual elegance that resonates with today's more relaxed aesthetics. Brass hardware and ferrules are used throughout the collection and mix with a rich brown, Emperador Marble, antique mirror and even an antique brass woven grill detail seen on the credenza and chest to give Maison '47 a collected sensibility.

Of particular note are a new bed design which allows the customer to select from options of a high headboard and footboard or low headboard and footboard and any combination thereof. This ability to offer style choices inside of a form allows designers and retailers to sell multiple versions of the same style. The collection's new occasional pieces are all crafted of oak with refined proportions. XX Finally a beautiful, oval, dining table with radiating oak veneer pattern across the top and graceful cabriole legs is a stunning addition as formal dining table.

"For a long time, the concept of formal living has been evolving into a more casualized style. There are still many consumers and homes across American where a more traditional style resonates; however, the interpretation is now much more casual," says Alex Shuford, President of Century Furniture. "Maison 47" bridges this line and gives the designer and consumer a collection of pieces that they can dress up or down."

The collection offers infinite interpretations due to its simple forms and clean molding patterns that allow for striping and leafing embellishments as well as cerused finishes. Depending on the finish and setting, Maison '47 shifts from modern to traditional to casual. To complement the designs Century has developed a custom match Benjamin Moore cerusing option. Inside of Century's showroom the display itself ranges from a casual, dry, natural oak finish called Blonde Cerused to a richer, more traditional, brown stain called Brownstone shown with gold dry brushing embellishment.

"We wanted to showcase the ease at which this collection can transform from casual to more formal with the simple change of a finish," says Jim Kiselica, Creative Director for Century Furniture. "While casual living is certainly important, we also feel there is a place and calling for a more formal traditional look. Having the luxury of space here in High Point we can show our customers different ways a piece can live and hopefully inspire them to think outside the box of what is possible."

Whether the home is casual, classic or more modern, Maison '47 can live easily inside it with the change of finish. The perfect balance of style and versatility- this is a collection designed for interpretation. Maison '47 can be seen inside Century's showroom located at 200 Steele Street, Suite 213.

# CENTURY®

###

## *About Century Furniture:*

*Century Furniture is a renowned furniture design company committed to creating exceptional pieces that embody elegance, craftsmanship, and innovation. With a team of talented designers and artisans, Century Furniture strives to push the boundaries of furniture design and deliver collections that inspire and transform living spaces.*

*As one of the world's largest privately owned manufacturers of high-end residential furniture, Century was founded in Hickory, North Carolina in 1947 by Harley F. Shuford, Sr. Century is now in the third generation of family ownership and operation and remains committed to their founder's ideal, to create furniture of such impeccable quality that it brings joy not only to the people who own it, but also to the craftspeople who build it.*

*Century is recognized in the industry as a design leader, ranked in the forefront for its expertise in finishing and the many details of fine craftsmanship. Its broad line of wood and upholstered furniture consists of bedroom, dining and occasional collections in traditional, transitional and contemporary styling. They have licensed collections with numerous high-end designers including Thomas O'Brien, Charlotte Moss, Carrier and Company and Windsor Smith.*

*The company has an extensive case goods facility with state-of-the-art woodworking capabilities and a sophisticated finishing operation, as well as three upholstery factories – all located in Hickory, North Carolina. Century's domestic operations have always been a vital piece of its business strategy, using the skill and flexibility of its facilities to provide personalized and timely product to its customers.*

*Century is certified as an EFEC company. The corporate office and each of its manufacturing facilities have been EFEC certified since 2010. In addition, Century Furniture was recognized as a Sustainable by Design company in October 2010. Both EFEC and Sustainable by Design are audited and continuous improvement recognitions, which mean the Century team is continually working towards higher and improved environmental standards.*

*Today Century's family consists of over 900 associates with a management team conditioned for growth. Continually investing in product design, customer service, technology, and its people, Century Furniture is meeting the challenges of today while planning for the opportunities of the future.*

To download high resolution images of the furniture in this release  
please contact:

Alexa Keaney, Director of Marketing,  
(336) 884-4954

[akeaney@centuryfurniture.com](mailto:akeaney@centuryfurniture.com)