



CHADDOCK

FURNITURE WORKROOM

— For Immediate Release —

CHADDOCK FURNITURE WORKROOM DEBUTS NEW FALL INTRODUCTIONS FROM DESIGN LEGENDS LARRY LASLO AND MARY MCDONALD

HIGH POINT, N.C. (October 18, 2019) — This fall during High Point Market, [Chaddock Furniture Workroom](#) will introduce a selection of new home furnishings from signature designers, Larry Laslo and Mary McDonald. The designer-focused company will also showcase its hallmark range of custom design and finish options throughout its 200 Steele showroom.

"Some people are afraid of change," said Andrew Crone, CEO of Chaddock. "But at Chaddock, we know change is a critical part of the design process. Transformation is really the essence of great design, and Larry and Mary really demonstrate that perspective this fall."

The two renowned designers, who have already contributed hundreds of thoughtful silhouettes to Chaddock's portfolio, explored how timeless lines and forms can change a room — and can themselves change dramatically depending on finish and fabric.

Deep blues and rich textures distinguish Laslo's new looks for Chaddock, as do several distinct designs. More laid back but still luxurious, Laslo's fall market presentation embraces a milder side of the designer's signature, statement-making style. True to form, however, even Laslo's more restrained installations convey a sense of luxury and drama.

Like the network sofa. Formal without being fussy, the network sofa mixes intricate, detailed accents like deep button tufting, elegant arm pleating and precisely mitered corners. Or the morocco lounge chair, a contemporary take on a classic silhouette, the fully-upholstered chair features sweeping arms, knife-edge seat and back cushions, a charming rounded seat deck and brass capped feet.

McDonald recasts her own signature style, too, reimagining neoclassical flair and architectural details with a softer, more approachable sensibility. A more relaxed take on her hallmark Hollywood aesthetic, the new pieces and treatments mix glamour and comfort, regency and relaxation. Brought to life in comfortable greens and warm oak, the look is as comfortable as it is classic.

The cubist console table's blend of oak and maple is finished to enhance the woods' natural grains. The origami sofa is a contemporary interpretation of the shelter sofa and recalls the modern elegance of early 20th century French upholstery with a tall yet understated back, which supports three broad pillows and a tailored, single-cushion seat.

While these examples are inspired by each designer's personal styles—any piece made by Chaddock has the ability to be transformed to fit any need.

"We understand that for a designer, personalization and adjustments and modifications aren't just good if they're available —they're a critical part of what differentiates and



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distinguishes designers' work," adds Crone. "Each piece is created with that mindset so we can offer the ability to celebrate personal stories through beautiful furniture."

In addition to these new products, Chaddock's fall display will also showcase the company's acclaimed, designer-inspired programs. Developed to deliver frequently ordered custom configurations faster and more affordably, the space also features programs like Studio C and Quick Ship — which offer uncompromised style and shipping guaranteed in three-weeks or less.

Additionally, Chaddock is hosting a cocktail party on Sunday, Oct. 20 starting at 4:00 p.m. and ending at 6:00 p.m. for guests to experience what's new with Chaddock while getting the opportunity to mingle with CEO Andrew Crone, President and COO Kevin Ward and signature designers Larry Laslo and Mary McDonald.

To learn more about Chaddock, visit <https://chaddockhome.com/>. To schedule a one-on-one walkthrough of the showroom, email isabel.posada@ferebeelane.com.

About Chaddock Furniture Workroom

Chaddock Furniture Workroom offers a diverse portfolio of truly customized furniture, upholstery, cabinets, hardware and lighting that can be crafted in weeks—and will last for generations. Passionate about process, our talented artisans not only create high-quality heirloom furnishings, we collaborate with designers, architects and homeowners to help craft enduring personal stories. Nearly 90 percent of Chaddock products are designed and made to order in Morganton, N.C. For more information, visit www.chaddockhome.com and follow us on Instagram @chaddockhome.

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