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Lexington unveils Villa Blanca by Barclay Butera *The Essence of Resort Living on the Mediterranean Coast*

HIGH POINT, NC – Lexington Home Brands is delighted to announce the highly anticipated launch of **Villa Blanca**, the company's seventh lifestyle collaboration with acclaimed designer Barclay Butera. The collection effortlessly blends classic European styling with the breezy sun-soaked ambiance of destinations that line the Mediterranean. The new collection will debut at the High Point Market, October 13-18, 2023, in the Lexington Home Brands showroom at 1300 National Highway. A launch party celebrating the introduction will be held from 4:00-7:00 pm on Sunday October 15th in the Lexington showroom.

"From Capri to Santorini to Ibiza, there's something captivating about fresh white facades and classic architecture against the azure blue waters of the Mediterranean," said Phil Haney, President and CEO of Lexington Home Brands. "The look is both timeless and timely with respect to the priority our consumers place on today's sophisticated view of relaxed luxury travel and living. Barclay's talent for interpreting traditional forms in a contemporary fashion is evident in the striking white finish on elegant carvings. We recognize a need in the marketplace for an aesthetic grounded in classic styling while delivering a dramatic designer look."

Designs in **Villa Blanca** feature a refined European provenance, with impeccable carving details and elegant turnings brought to life with the application of a chic polo mallet white finish. Generous scaling and statement hardware in antique silver convey an artfully curated look to the portfolio. Accent elements include Carrara marble, antiqued mirror, decorative cane and custom leather-clad pieces.

"When it comes to travel and inspiration, I've always been drawn to coastal destinations," said Barclay Butera. "They offer a soothing and restorative influence that cannot be replicated. The islands and enclaves that line the Mediterranean – from Spain to France to Italy to Greece – are distinctly different from those in the Americas and Asia. They're deeply rooted in the rich history, architecture and traditions of Europe. I simply love the unique fusion of classic forms and vibrant colors, set against the soothing backdrop of the sea. **Villa Blanca** was designed to capture the essence of that refined lifestyle. The soft white finish draws the eye to traditional carvings while inviting the use of vibrant colors in correlated textiles to create a show-stopping look. It's a designer's dream."

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BARCLAY BUTERA VILLA BLANCA



Upholstered seating in **Villa Blanca** brings old-world charm to fresh designs, pairing crisp whites with vibrant colors. Three distinctive color palettes evoke the iconic look of whitewashed villas, formal gardens and sweeping sun-drenched beaches. The first, shown above, features rich and vibrant coral tones as if pulled from the sea. The second features an elegant pearl gray damask paired with soft textural neutrals. The third features a seductive turquoise floral embroidery reminiscent of the lush Aegean landscape. Exquisite tailoring is evident in exceptional designs that offer generous scaling and luxurious seating comfort.

Lexington will be hosting a special event to celebrate the **Villa Blanca** launch in their showroom on Sunday October 15th from 4:00 until 7:00 pm. No RSVP is required. The company will also be sponsoring a contest exclusively for market buyers visiting the showroom. The grand prize will be a five-day luxury getaway for two to Villa Blanca, Barclay's vacation home in Cabo San Lucas, Mexico. The winner will be awarded airfare for two, airport transfers in Cabo and \$1,000 for personal entertainment during the stay. Official contest rules will be displayed in the Lexington showroom.

The Lexington showroom is located at 1300 National Highway, and will be open daily from 8:00 am until 6:00 pm. Complimentary parking is available on the showroom campus with lunch served daily. Private transportation departs every ten minutes from the Lexington Design Studio in downtown High Point to the main showroom, operating daily from 8:00 am to 6:00 pm or until the last guest has been accommodated.

The Design Studio is located at the corner of Commerce Street and Wrenn, directly across from the IHFC building and the main transportation terminal. For more information, call 336.474.5555 or email marketing@lexington.com.

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ABOUT LEXINGTON HOME BRANDS

Lexington Home Brands is a global manufacturer and marketer of residential home furnishings, recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1901, the company's diverse assortment includes wood and upholstered furniture at medium-to-upper price points across every style category, from classic to contemporary. The company's portfolio of brands includes Lexington®, Tommy Bahama Home®, Tommy Bahama Outdoor Living®, Sligh®, Artistica Home® and Barclay Butera®. Products are distributed through home furnishings retailers, interior design professionals, to-the-trade showrooms and select Internet retailers. Headquartered in High Point, North Carolina, the company has showrooms in High Point, New York, and Denver. For additional information, visit lexington.com.

ABOUT BARCLAY BUTERA

Barclay Butera is a renowned interior designer, author, and lifestyle entrepreneur whose Newport Beach design firm has celebrated its 25th anniversary in 2019. His signature aesthetic is a fresh take on classic styling that flawlessly translates into traditional, transitional, and contemporary interiors. In addition to his private-client design business, Butera is an accomplished speaker, author of five design books with a 6th book, *New Traditional*, debuted in 2022. Butera operates showrooms in Newport Beach and Corona del Mar, California and Park City, Utah. He has been recognized with top design honors nationally and internationally and featured in *Architectural Digest*, *LUXE*, *House Beautiful*, *ELLE DÉCOR*, *Veranda* and *Traditional Home* magazines. For additional information visit BarclayButera.com. For press inquiries, contact Christine Phillips, Viola!~ PR and Design at 920.254.5563 or christineviola7@gmail.com.

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