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**THOMASVILLE TEAMS WITH JENA HALL, ANNOUNCES NEW COLLECTION FOR FALL**

 **Elements & Origins™ Lifestyle Series Draws on the American Experience**

**High Point, NC, August 20, 2015—**Thomasville is launching a series of furniture collections named Elements & Origins™, designed and curated by Jena Hall—designer, creative strategist, and American Home Furnishings Hall of Fame inductee. The collections will be unveiled at the fall 2015 High Point Market.

According to Hall, the series is named Elements & Origins™ because it is inspired by the creative impact our forefathers have long had on American home furnishings, a style she dubs “American Nouveau™.” Updated for the way we live and decorate today, while celebrating our individual family origins, the collections are based on heirlooms and cherished possessions brought from faraway homelands to the New World.

An exciting, comprehensive whole-home furniture series that includes both case goods and upholstery, Elements & Origins™ begins with Northern European influences of Paris, Britain, and Scandinavian regions – three of the most prominent homelands of the earliest settlers to America. In discussing her new furniture series set for launch at the fall 2015 High Point Market, Jena Hall explains, “Elements & Origins™ offers consumers an exciting way to use their treasured family pieces while adding newer, more functional items that blend seamlessly in a room as though they have always been part of a family’s personal journey.” Further, she says, “The collections in this series are uniquely and distinctly identifiable of the regions that they draw inspiration from, yet can easily be mixed and mingled together. Whether driven by family heritage or elements that replay memories of recent adventurous travels, these collections are more than beautiful furnishings—they are the stories that we know and love to tell.”

Paul Peters, senior vice president of merchandising for Heritage Home Group, believes the time is right for the Elements & Origins furniture series. “Encompassing nearly 100 pieces, this series is a major move for the Thomasville brand. It is a fresh palette of on-trend finishes and updated traditional forms that not only tell a story, but puts our consumers at the very heart of that story. It is vibrant and perfectly scaled with price points that fall in the ‘better’ and ‘best’ categories—I could not be more excited about these collections.”

Roxanne Bernstein, chief marketing officer for Heritage Home Group relates, “For the launch of Elements & Origins™, we have a robust marketing playbook for our retail partners. This playbook will not only include display and signage packages, planograms, and inspirations, but it will also include television commercials, tear sheets, print advertisements, and digital banner ads to be used at the discretion of our retail partners. Our national support will supplement their local efforts in order to deliver a powerful message to shoppers. We are driving Thomasville back to what it does best—delight consumers and build the business of our retail partners. We intend to make a big splash with this launch.”

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**About Thomasville:**

Headquartered in High Point, NC, Thomasville Furniture designs and manufactures premium wood furniture, upholstery products, and outdoor furniture.  Began as a chair company more than 110 years ago, Thomasville has evolved into one of the most highly recognized brands of premium furniture in the market today.  Thomasville is sold through company-owned retail stores, independent Thomasville stores and premium multi-line furniture stores throughout the country and across the globe.  Thomasville is part of Heritage Home Group, which also includes in its stellar portfolio name brands such as Broyhill, Drexel Heritage, Henredon, Hickory Chair, La Barge, Lane Venture, Maitland-Smith and Pearson.

**About Jena Hall:**

An inductee in the prestigious American Home Furnishings Hall of Fame for innovation and industry contributions, Hall has been a pioneer and successful leader in the field of home furnishings industry licensing. As the creative engine and businessstrategist behind more than 40,000 original home furnishings products introduced in the retail market worldwide, Jena has been the industry’s go-to resource for innovative projects, as well as the development of private label and licensing programs for decades.