****

**For Immediate Release** **Contact:** Nicole Howley

 Gefen Marketing

Laura Holland (336) 884-5020
Director of Marketing Services Nicole@gefenmarketing.com

Heritage Home Group

(828) 234-6201 Ellen Gefen

Laura.Holland@heritagehome.com Gefen Marketing

 (336) 688-2974

**Showroom Location: MS, 414** Ellen@gefenmarketing.com

**DREXEL HERITAGE CONTINUES PUSH TOWARD YOUTHFUL SENSIBILITY IN UPHOLSTERY**

**High Point, NC—October 17, 2015**—Long known for graceful silhouettes and exceptional tailoring, Drexel Heritage continues its move toward an upholstery line with a more youthful sensibility this Market.

“Our customer demographic has long been the Baby Boomer generation,” says Claudine Simone, Director of Upholstery Merchandising. “One of the many things we know about these consumers is that although they are maturing, they don’t want to feel ‘old.’ They are at a time in their lives when price is not the primary issue; instead, they opt for the highest quality in a design that they want because they believe they have earned it.

“At the same time,” Simone continues, “we want to introduce younger consumers with a taste for quality to our Drexel Heritage upholstery. The result is that this season, more than ever before, visitors to our showroom will see cleaner-lined designs with a bit of an edge.”

Among the many new upholstery introductions this market are: the Juliann sofa with cylinder arms and dressmaker skirt, the Burton shelter-style sofa and sectional, the crescent-shaped Berkeley sofa, and the sloped-arm Brant sofa.

The Drexel Heritage Leather Pairings program also receives an exciting update this market. Among the introductions include: the Baylee leather sofa and an accompanying chair, with a wide track arm and a relaxed, laid-back attitude. Jada is a wedge sofa with a rolled arm and nail head detail, and the Baxter sofa and chair pairs low-slung, streamlined arms with a super-comfortable pillow back.

The big news here is the introduction of power motion, which aims to capitalize on affluent consumers’ penchant for uber-luxe recliners with whisper-quiet ease. Market-weary visitors should plan to test-drive the Fulton swivel chair, with a modern stance emphasized by thin, slightly turned-out arms, and the Darden power recliner, an off-the-floor silhouette outlined with substantial nail head trim.

Finally, Drexel Heritage is striving to make it easier than ever before for customers to floor and sell the brand’s upholstery line. In support of this, the brand announces the launch of a limited-edition 11-frame married package program. In this program, you have the option of buying as shown at a discounted price, or changing the body fabric color, and/or changing the pillows up to a second grade, all at a discounted package price.

# # #

**About Drexel Heritage:**

Drexel Heritage Furniture offers furniture for every room in the house, including the living room, dining room and bedroom. Sold in retail stores across the U.S. and globally, Drexel Heritage has been in business for more than 100 years. Headquartered in High Point, NC, Drexel Heritage is part of Heritage Home Group, which also includes in its stellar portfolio name brands Broyhill, Henredon, Thomasville, Hickory Chair, La Barge, Lane, Lane Venture, Maitland-Smith, and Pearson.