****

**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 SETS SAIL FOR BRIDGEHAMPTON**

**Refined Casual Collection Features Subtle Coastal Undertones**

**High Point, NC—October 17, 2015**—Drexel Heritage sets sail for Bridgehampton this Market, with a major new collection named for the charming coastal town. Its easy elegance is designed to evoke the freedom of living near the sea where one can sit back, relax and savor friends and family.

According to Parker Goss, vice president of merchandising for Drexel Heritage, “Bridgehampton is designed for the way we live today, with a combination of sophisticated casual and updated traditional elements that allow two different looks to coexist in one environment.”

A refined casual collection with subtle coastal undertones, Bridgehampton is constructed using hickory veneers and a gorgeous combination of finishes—Hickory, Weathered Grey and Weathered White—along with metal, raffia, stone and leather for additional visual and tactile interest.

Standout silhouettes here include the Corwith Console made from hardwood solids and encased in metal. Antique nickel hardware with a gunmetal finish punctuates the relaxed feel, while three drawers with soft-close slides and two doors with one adjustable wood shelf behind each door offers plenty of space for stowing dining gear.

The Southfork Hutch is another sure winner inspired by life in the Hamptons. A Weathered Grey exterior is combined with Weathered White drawer fronts and interior. Constructed using hardwood solids with hickory veneers, the decorative back panel is grooved and features two drawers with soft-close slides. The hutch offers two adjustable glass shelves framed in wood, with handy plate grooves. A puck light with touch dimmer on the shelf above the drawers makes spotlighting pretty accessories a breeze. Two doors with two adjustable shelves behind each door offers plenty of storage.

On the upholstery side, watch for the Burton Sectional, a shelter-style look with a tapered arm and plush, back and side arm pillows for extra comfort when snuggling in for an après-beach read. The large-scale Dayton Chair is a wicker wingback armchair, comfortable seated with a high-crest, flat, wide arm and a level back. It’s perfect for watching the sun set over the water.

**###**

**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 Venture, Maitland-Smith, Lane, and Pearson.