

PRECEDENT

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Precedent's Art Deco Revival: Modern Furniture with a Classic Twist

HIGH POINT, N.C. – This October, Precedent incorporates elements of playfulness at fall 2024 High Point Market, combining fun, creativity, and sophistication. This trend is evident in their bold colors, unique shapes, and whimsical details that draw inspiration from the timeless style of the Art Deco period. By merging the sophistication of the early 20th century with contemporary design elements, Precedent creates the perfect environment for those looking to create fun, modern interiors.



"This season, Precedent seamlessly combined playful design with timeless sophistication, delivering bold, customizable furniture for modern interiors," said Senior Vice President of Sales, Tom Zaliagiris.

Precedent also introduces a new create-your-own dining chair program, aptly named 'Signature Sides' that will reside inside of the Studio P Custom Furniture Program. This innovative program offers customers the opportunity to create personalized dining chairs that suit their unique tastes and individuality.

They will add new options to their Nocturne Bed Custom Bed Program as well, also a part of Studio P. The new options include a customizable storage bed drawer and a sleek modern bed frame. Both are perfect for maximizing space in your bedroom while keeping essentials neatly tucked away.

Precedent's introductions also emphasize soft and inviting curves, creating furniture that is both comfortable and aesthetically pleasing. Additionally, oversized seating options provide ample space for relaxation, ensuring that style and comfort coexist harmoniously in any living area.



Standing behind the commitment to prioritize sustainability, Precedent continues to follow sustainable practices such as building furniture with certified lumber and recycled steel, underscoring the brand's promise to promote environmental responsibility.

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Product highlights include:

3515-C1 Farley Chair – The Farley Chair is a bold statement piece that embodies postmodern design with its striking rectangular silhouette and soft, rounded edges. This fabric accent chair offers both style and comfort, featuring plush cushions that invite you to relax. Perfect for adding a pop of personality to your space, this chair is a stylish and functional choice for modern living.



2666-CSO Kylie Curved Sectional – The Kylie Curved Sectional is a fresh and modern living room sofa that effortlessly enhances any space. With its sleek, curved design, block legs, and wide track arms, this versatile fabric sofa combines style and comfort offering ample seating while maintaining a contemporary aesthetic.

5133-C3 Andre Memory Return Swivel Chair – The Andre Memory Return Swivel Chair is a modern swivel chair that features a sleek barrel back design and a sturdy pedestal base. The memory swivel allows for effortless movement, making it perfect for socializing or relaxing. Available in both plain and patterned fabrics, this chair offers an attractive aesthetic that complements your style.



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New Signature Sides Custom Dining Chair Program –

The Signature Sides Dining Chair Program within the Studio P Program offers a stylish and customizable seating solution for casual dining. Designed with an open or closed back, this modern dining chair provides versatility to suit your space and style. Choose between four back shapes and the option of elegant wood legs or a sleek pedestal base, allowing you to personalize your dining experience.

3434-S1 Roan Sofa – With a stunning mid-century modern aesthetic, the Roan Sofa combines both style and comfort. Featuring clipped front and back arms, along with an exposed wooden rail, this fabric sofa adds a touch of elegance to any living room. The loose back cushions, adorned with button accents, provide a cozy yet tailored look, while the spacious bench seat invites relaxation.



L3471-C3 Joshua Chair – Featuring narrow track arms and a convenient swivel function, the Joshua Chair seamlessly combines comfort and functionality. The exposed wooden accents add a touch of warmth and sophistication, making it a perfect focal point in any room. Enjoy relaxing in this modern and inviting piece that enhances your home's style while providing ultimate comfort.

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5108 Adeline Sectional – The Adeline Sectional is a captivating addition to any living room, featuring a beautifully curved back that adds interest and elegance to its design. This versatile, modular fabric sofa with its contemporary aesthetic and comfort-focused design, is ideal for modern living.

L5153-A1 Bardot Armless Chair; L5153-O1 Bardot Ottoman – The Bardot is a beautiful vintage-inspired chair and ottoman featuring horizontal channels from side to side. This lounge chair combo exudes classic charm while providing modern comfort. Available in both fabric and leather.



FOR MORE INFORMATION

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ABOUT PRECEDENT

Precedent, based in Newton, North Carolina, is a division of Sherrill Furniture Company specializing in modern and transitional styled upholstery at moderate price points. We sell to specialty retailers, interior designers, and furniture stores all over the country. Sherrill Furniture Company is a privately held manufacturer of quality home furnishings and is an umbrella to specialty brands such as Sherrill Furniture, Whittemore-Sherrill, Sherrill Occasional, Lillian August, Motioncraft, Hickory White, Precedent and Mr. & Mrs. Howard. For over 30 years, every piece of Precedent upholstered furniture is meticulously and sustainably crafted for exceptional value. Only certified lumber and recycled steel are selected for Precedent to help preserve limited resources. Our dedicated American craftspeople combine experience, talent, and uncompromising attention to detail to turn out superior products that you'll be proud to have in your home.