



CHADDOCK

FURNITURE WORKROOM

FOR IMMEDIATE RELEASE

Chaddock Expands Licensed Designer Collections & Digital Tool Belt for Key Upholstery Program

HIGH POINT, N.C. (October 2024) - This fall Chaddock is excited to announce a dynamic expansion of its offerings, introducing new designs from celebrated designers Benjamin Johnston and Larry Laslo. These collections, which will debut at the High Point Market, showcase a masterful blend of contemporary elegance and timeless sophistication, with each designer offering a distinctive perspective on luxury home furnishings.



DESIGNER BENJAMIN JOHNSTON AND BUSINESS PARTNER ERICH PLOOG MEET WITH CHADDOCK CEO, ANDREW CRONE & PRESIDENT, KEVIN WARD TO REVIEW SAMPLE DESIGNS

Benjamin Johnston Expands Collection Showcasing Sophisticated Solutions for Common Design Dilemmas

Houston-based designer Benjamin Johnston, renowned for his seamless fusion of contemporary and neoclassical elements, proudly announces the exciting expansion of his furniture collection. Designed to elevate living, bedroom, and dining spaces, these new pieces

skillfully combine artistic expression with practical functionality, embodying the refined elegance of Italian Post-Modern design. Johnston's latest offerings are crafted to solve common design challenges, with versatility and adaptability in mind, making them perfect for a wide range of interiors and room configurations.

The expansion introduces several notable additions, including new upholstery and casegoods that reflect Johnston's signature blend of sophistication and versatility. Among the standout pieces is the Aurelio Table, featuring a brass base and a slump glass top. The innovative use of translucent glass adds modern elegance, allowing the table to effortlessly integrate into any design scheme while still making a statement.

In response to the popularity of the Giacamo sofa, Johnston also debuts a new sectional program inspired by its sleek, seamless design. This anticipated expansion captures Johnston's ability to blend Texas-sized proportions with intimate, chic styling. The sectional's signature dual-level shelter arms provide both boldness and enhanced versatility, making it an ideal choice for a variety of living spaces.

Johnston's tribute to Italian Post-Modern design continues with the introduction of the Casio Dining Table. Featuring two bold pedestal bases and a spacious rectangular top, this architectural piece is available in a variety of customizable finishes and comfortably seats 8-10 guests. The Casio Dining Table reflects Johnston's design evolution while remaining true to the essence of his original collection.



Glamour That Travels Coast to Coast



The ever-elegant Larry Laslo returns with a new collection that embodies his "Bi-Coastal" theme, infusing his designs with the vibrant energy of both East and West Coast living. Laslo's pieces radiate sophistication, but with a relaxed charm that fits equally well in a New York penthouse or a Malibu retreat.

The collection offers a fresh color palette that centers around taupes, browns, and rich textures, utilizing luxurious materials such as linen, mohair, raffia, and unique custom paint finishes. Laslo masterfully creates environments that are both comfortable and visually stunning, proving that great style transcends geographical boundaries.

In the living room settings, Laslo plays with bold contrasts, using a black and white theme to craft spaces that feel both elegant and serene. Meanwhile, in the dining room, his new Bi-Coastal dining table design, featuring criss-cross feet and intricate metal detailing, exudes

architectural flair with an art deco twist. The collection's High Ball Drink Table, a classically functional piece inspired by the 1930s, features a brass base punctuated with a spherical accent, and a lightly antiqued mirror top, ideal for adding a touch of vintage charm to any room. It's a piece that perfectly embodies Laslo's belief that "great style doesn't belong to a specific place - it just looks good."

Exclusive Showroom Event: "Newness Unveiled" Cocktail Party

Chaddock invites design enthusiasts and industry insiders to celebrate these exciting new collections at the "Newness Unveiled" cocktail party, to be held on Saturday, October 26th from 4:00 PM to 6:00 PM at the Chaddock Showroom (200 Steele, Suite 106). Guests will have the opportunity to mingle with Benjamin Johnston, Larry Laslo, and the Chaddock team, while enjoying cocktails and exploring the latest designs.

Chaddock's Studio C Configurator: Customization Reimagined

In addition to these stunning new collections, Chaddock is proud to announce a major update to its Studio C Configurator, the brand's key customizable upholstery program. With the completion of 3D modeling for all program options, customers can now fully design their pieces, choosing from an array of arm, back, and seat cushion configurations. This innovation allows clients to visualize their design choices in real time, providing a seamless, personalized shopping experience.

With the unveiling of these new collections and cutting-edge tools, Chaddock reaffirms its commitment to innovation, design excellence, and crafting furniture with 'Made In America' workmanship. Be sure to visit the showroom at High Point Market to experience these incredible designs firsthand.

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For more information on Chaddock visit www.chaddock.com. To schedule a one-on-one walkthrough of the showroom, email aleach@chaddock.com.

About Chaddock Furniture Workroom

Chaddock Furniture Workroom offers a diverse portfolio of truly customized furniture, upholstery, cabinets, hardware and lighting that can be crafted in weeks—and will last for generations.

Passionate about process, our talented artisans not only create high-quality heirloom furnishings, we collaborate with designers, architects and homeowners to help craft enduring personal stories. Nearly 90 percent of Chaddock products are designed and made to order in Morganton, N.C. For more information, visit www.chaddock.com and follow us on [Instagram @chaddockhome](https://www.instagram.com/chaddockhome).

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