

High-resolution images of the items featured in this release can be found on the enclosed CD.

## CR Laine—Fall 2014 Trend Report

### GLASS MENAGERIE

The art of blown glass from the likes of Dale Chihuly has inspired our collection. Our Tangled Indigo and Medici fabrics mimic the mesmerizing tide-like swirls created by glassblowing, a tradition that dates back several millennia. Like their molten predecessors, the designs express a vibrant fluidity that won't blow away anytime soon.



**14 Gretchen Ottoman**

*Marble pattern incorporates many varying shades of complimenting and contrasting color.*



**1445-SW Francois Swivel Chair**

*Printed layers of a web designed by Jeffery Alan Marks for Kravet*



**Images shown of glass artist Dale Chihuly and his works**

Source: <http://www.chihuly.com>

#### **14 Gretchen Ottoman**

Dimensions: 41W x 41D x 18H in.

Featured Fabric: Medici Jade

Featured Finish: Pepepr

Suggested Retail (as shown): \$1,235

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **1445-SW Francois Swivel Chair**

Dimensions: 29W x 32D x 31H in.

Featured Fabric: Tangled Indigo (100% Linen)

Suggested Retail (as shown): \$1,920

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## CR Laine—Fall 2014 Trend Report

### DENIM REVIVAL : TRUE BLUE

Denim demands to be taken seriously this season. At Milan Fashion Week, the casual wear staple re-emerged as a sophisticated choice in collections by such luxury labels as Bottega Veneta and Armani. And thanks to Karl Lagerfeld, denim appeared for the first time on a Fendi runway. This time around, the look is less about rugged fabric and more about luminous, inky blue hues, and multi-toned textiles.

CR Laine is showcasing this refined style in the new Jagger Chair in Artisan Denim, a linen blend handcrafted in Italy by local artisans. The textile makers fold the fabric and then spray it with various shades of indigo to create beautiful one-of-a-kind patterns. Now that's a perfect fit!



**3615 Jagger**  
**Metal-base Chair**



**1215 Easton Chair**  
*Large-scale ikat design set into a stripe from  
 acclaimed fabric house Bruntschwig & Fils*



**7200 Sawyer Sofa**  
*Italian textile printed with all the variations that come  
 from a stonewashed process*



**L1276 Cromwell**  
**Leather Chair**

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## CR Laine—Fall 2014 Trend Report

### DENIM REVIVAL : TRUE BLUE

#### CUT LINES and RESOURCES

##### 3615 Jagger Chair

Dimensions: 29.5W x 39D x 37H in.

Featured Fabric: Artisan Denim

Featured Metal Finish: White

Suggested Retail (as shown): \$2,600

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### 7200 Sawyer Sofa

Dimensions: 79W x 36D x 35H in.

Featured Fabric: Salina Denim

Featured Finish: Walnut

Suggested Retail (as shown): \$2,760

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### 1215 Easton Chair

Dimensions: 30W x 41D x 43H in.

Featured Fabric: Rodanthe Indigo

Featured Finish: Walnut

Suggested Retail (as shown): \$2,435

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

##### L1276 Cromwell Leather Chair

Dimensions: 29.5W x 36D x 47.5H in.

Featured Leathers: Deer Run Snow and  
Spectrum Ink

Featured Finish: Walnut

Nail Trim: Small Chrome

Suggested Retail (as shown): \$3,125

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



#### Inspired by Vogue Spring 2015 Fashion Week Report

Source: <http://www.vogue.com/fashion/fashion-week/>

Images from "Updated Denim" - Source: <http://fashionista.com/fashion-week>



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## CR Laine—Fall 2014 Trend Report

### CITRUS PUNCH

Overflowing with juicy color, the fruit bowl has stirred countless painters to put brush to canvas. Today, tangerines, lemons, and limes are spilling into home décor, where their vibrant bounty is inspiring fresh new strokes of genius. No longer limited to the kitchen, these naturally radiant hues are ripe with possibility for any room. For a surefire burst of sunshine, pick a pattern featuring the brightest muse in the bowl, lemon yellow.



*2985-SW Whittier Swivel Chair*



*205-SW Simon Swivel Chair*



*206 Scooter Chair*



*9438 Trey Ottoman*



*8530 Telford Sofa*

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## CR Laine—Fall 2014 Trend Report

### CITRUS PUNCH CUT LINES

#### **2985-SW Whittier Swivel Chair**

Dimensions: 30W x 38D x 36H in.

Featured Fabric: Bella Sun

Shown with optional skirt band Fret Onyx

Suggested Retail (as shown): \$1,745

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **206 Scooter Chair**

Dimensions: 20.5W x 30D x 30.5H in.

Featured Fabric: Yuzen Lettuce (a reimagined picnic check created by acclaimed fabric house Brunschwig & Fils using layers of irregular lines)

Suggested Retail (as shown): \$1,385

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **8530 Telford Sofa**

Dimensions: 88W x 40D x 34H in.

Featured Fabric: Tundra Honey

Featured Finish: Walnut

Suggested Retail (as shown): \$3,445

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **205-SW Simon Swivel Chair**

Dimensions: 29W x 32D x 33H in.

Featured Fabric: Yuzen Cantaloupe (a reimagined picnic check created by acclaimed fabric house Brunschwig & Fils using layers of irregular lines)

Suggested Retail (as shown): \$1,675

Retail Locations: [www.crlaine.com](http://www.crlaine.com)

#### **9438 Trey Ottoman**

Dimensions: 31W x 21D x 21.5H in.

Featured Fabric: Chiang Mai Jade (Schumacher's color charged iconic dragon pattern table printed on a linen ground)

Suggested Retail (as shown): \$1,180

Retail Locations: [www.crlaine.com](http://www.crlaine.com)



*206 Scooter Chair*

## CR Laine Furniture—Company Background

**History:** Established in 1958, CR Laine Furniture had humble beginnings. With three part-time employees and their founder/owner, C.E. Roseman, Sr., they produced small numbers of goose neck rockers. Since that time, CR Laine has grown into a full service upholstered furniture manufacturer producing the best in customized, bench-crafted upholstery. They utilize new processes and equipment, but will always hold true to world-friendly, time-tested premium construction features such as:

- Frames made from sustainably harvested hardwoods
- Water-based wood adhesive with no VOC (volatile organic compounds) emissions
- Eight-way hand-tied coil springs made from approximately 50% recycled metal
- Seat deck and trim pad made from 80% regenerated fibers
- Foam padding and foam seat cushion core made from at least 10% natural soy-based

**Location:** Manufacturing facilities and corporate offices are located in the foothills of North Carolina's Appalachian Mountains, in the city of Hickory. CR Laine's High Point showroom is located at 310 N Hamilton Court on the second floor in space 204.

**Leadership:** CR Laine has a proud history as a successful family owned and operated upholstery manufacturer. C.E. "Sonny" Roseman, Jr. is CEO and third generation family member, Warren Frye, is President.

**Mission Statement:** We create inspiring upholstered furniture through innovative STYLE. COMFORT. and COLOR.

**Environmental Statement:** CR Laine is committed to preserving the resources of our world for future generations. It is our goal to minimize the environmental impacts of our company through the continual improvement of waste reduction and use of sustainable practices.

**Recycling:** Throughout the organization, we recycle paper, plastic, aluminum, and cardboard. We encourage non-printed e-mail communication and conserve energy by switching off the lights in manufacturing during lunch as well as switching off all computers at the end of each day. Additionally, lumber scrap material is locally recycled/repurposed.

**Sustainable by Design:** In October 2008, CR Laine became the **first** company to achieve Sustainable by Design registration from the American Home Furnishings Alliance (AHFA). Additional information can be found on our website at [www.crlaine.com](http://www.crlaine.com)

### UPDATED STATISTICS

- Since first implementing the EFEC & SBD programs in 2008, we have saved over \$200,000.
- Energy usage has been decreased by 13% per employee, which is nearly a 48% decrease overall.
- Water conservation efforts have decreased our water usage by 27% per employee per month, which equates to over 12,000 gallons of water on average every month. We have replaced all of our toilets throughout the facility with new low-flow, high efficiency units, which save an additional 5 gallons per toilet, per flush.
- Since implementing the EFEC recycling program, CR Laine's saved over \$25,000 by redirecting fabric scraps, leftover cardboard, excess paper and plastic wrapping, and wood blocks from the waste stream. In the last five years, we have recycled 300,568 lbs. of scrap fabrics, 11,719 lbs. of cardboard, 10,000 lbs. of paper/plastic wrapping, and 2,790 cubic yards of wood blocks.
- By implementing a paperless scanning system and duplex printing office paper, over 300 trees have been saved by recycling paper with a local management company.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 5,600 lbs. of cans and bottles recycled in the last 7 yrs. since becoming SBD registered.
- We recently added a 42,000 sq ft addition to our plant. All of the trees that were cleared from the land were sent to a local sawmill to be used for timbers and the gravel from our old parking lot was sent to a local rock quarry to be ground up and repurposed.

