

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

## CR Laine—Fall 2013 Trend Report

### PUNK ROCK TO MARBLE ROCK : FINDING BEAUTY IN UNEXPECTED PLACES

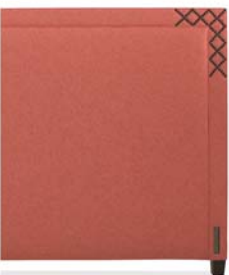
Once the domain of young rebels, punk has moved off the streets and into high-end fashion and furniture. And, as evidenced in the Metropolitan Museum of Art's exhibit, "Punk: Chaos to Couture," the trend's raw creativity has grown more refined with age, but it hasn't lost its edge.



**L5535 Gotham Chair**  
*Leather with Studded Cuffs*

Reminiscent of a studded leather jacket, our black leather chair is adorned with alternating nickel and pewter nails, a detail that feels more polished than rough.

Replicating marble's intricate, swirling patterns, Alexander Wang put an earthier spin on the rock theme with his collection for Balenciaga. We've brought this same sculpted sophistication to our upholstery, making for some seriously statuesque chairs.



**HQ100-S Keaton Short Headboard**  
*'X' Nail Trim*



**1335-SW Copley Swivel**  
*Simply "Marbelous" !*



Added embellishments like bold wide stripes and geometric fret bands evoke the lines of punk collars and cuffs.



**6065 Chai Chair**  
*Fur has the look*

Mongolian sheep skin chairs playfully beckon like a rocker chick's mohair sweater.



**5745-SW Oliver Swivel**  
*Banded Seat Cushion*



**CD8801T-2 Custom Design Sofa**  
*Fret Skirt Band*

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### PUNK ROCK TO MARBLE ROCK : FINDING BEAUTY IN UNEXPECTED PLACES

#### CUT LINES and RESOURCES

##### **L5535 Gotham Leather Chair**

Dimensions: 27.5W x 35D x 34H in.

Featured Leather: Cowboy Coal

Special Nail Trim: Pewter/Black Nickel

Suggested Retail (as shown): \$2,275

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

##### **1335-SW Copley Swivel Chair**

Dimensions: 36W x 37D x 48H in.

Featured Fabric: Carrara Mineral

Suggested Retail (as shown): \$1,685

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

##### **HQ100-S Keaton Short Queen Headboard**

Dimensions: 64W x 4D x 60H in.

Featured Fabric: Sig Melon

Nail Trim: Medium Burnished

Suggested Retail (as shown): \$1,375

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

##### **5745-SW Oliver Swivel Chair**

Dimensions: 26.5W x 35D x 34H in.

Featured Fabrics: Fife Chocolate/Trax Salt

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

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

##### **6065 Chai Chair**

Dimensions: 23W x 27D x 38H in.

Featured Fabrics: Inspire Porcelain/Mongolian Snow

Suggested Retail (as shown): \$1,750 each

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

##### **CD8801T-2 Custom Design Track Arm Sofa**

Dimensions: 84.5W x 39D x 37H in.

Featured Fabric: Bo Charcoal/Circuit Smoke

Suggested Retail (as shown): \$3,150

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

Inspired by the Metropolitan Museum of Art's exhibit "PUNK: Chaos to Couture"

<http://www.metmuseum.org/exhibitions/listings/2013/PUNK>



"Marbelous" Copley chair was influenced by Balenciaga's  
"Not Set in Marble" Collection as featured in a NY Times article

[http://www.nytimes.com/2013/03/01/fashion/a-new-balenciaga-but-not-set-in-marble.html?\\_r=0](http://www.nytimes.com/2013/03/01/fashion/a-new-balenciaga-but-not-set-in-marble.html?_r=0)

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## CR Laine—Fall 2013 Trend Report

### HEAVY METAL LIGHTENS UP

As we head toward 2014, bronze and platinum are imbuing furniture design with an elegant shine — from glazed linen fabrics to shimmering finishes and nail trims. Like light reflecting off a coastline, platinum can be icy white or a warm shade of cocoa, and bronze ranges from copper to patina. Mixed and matched hues, like bangles stacked together, gives metal a soft touch with posh appeal.



**2375 Wagner Chair**  
*Glazed Linen in Platinum*



**3111 Claybourne Long Sofa**  
*Bronzed Copper*



**CD8801R Custom Design Long Sofa**  
*Lush Texture in Smokey Platinum*



**1805 Darby Chair**  
*Rich Cocoa*



**CD8805E Custom Design Chair**  
*Icy Porcelain with Warm Texture*



**1665 Aleo Chair**  
*Luxurious Chevron*



**CD8805E Custom Design Chair**  
*Posh Bronze*



## CR Laine—Fall 2013 Trend Report

### HEAVY METAL LIGHTENS UP

#### CUT LINES

##### **2375 Wagner Chair**

Dimensions: 32W x 37D x 32.5H in.

Featured Fabric: Glazed Linen Platinum

Featured Premium Finish: Driftwood

Suggested Retail (as shown): \$1,665

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

##### **3111 Claybourne Long Sofa**

Dimensions: 98W x 42D x 35H in.

Featured Fabric: Alchemy Bronze

Nail Trim: Small Brass

Suggested Retail (as shown): \$3,625

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

##### **CD8801R Custom Design Rolled Arm Sofa**

Dimensions: 88W x 39D x 37H in.

Featured Fabric: La Brea Smoke

Featured Premium Finish: Driftwood

Suggested Retail (as shown): \$3,925

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

##### **1805 Darby Chair**

Dimensions: 36W x 36D x 33H in.

Featured Fabric: La Brea Porcelain

Featured Premium Finish: Driftwood

Suggested Retail (as shown): \$2,295

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

##### **CD8805E Custom Design English Arm Chair**

Dimensions: 33W x 39D x 37H in.

Featured Fabric: Braddock Porcelain

Featured Premium Finish: Driftwood

Suggested Retail (as shown): \$2,145

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

##### **1665 Aledo Chair**

Dimensions: W x D x H in.

Featured Fabrics: Luxury Platinum

Featured Premium Finish: Driftwood

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

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

##### **CD8805E Custom Design English Arm Chair**

Dimensions: 33W x 39D x 37H in.

Featured Fabric: La Brea Bronze

Suggested Retail (as shown): \$2,355

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

##### **CD8800T-2 Custom Design Track Arm Sofa**

Dimensions: 77W x 39D x 37H in.

Featured Fabric: La Brea Porcelain

Suggested Retail (as shown): \$4,075

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



**CD8800T-2 Custom  
Design Sofa**

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## CR Laine—Fall 2013 Trend Report

### COLOR CRUSH : A BOLT OF COBALT

From Ming dynasty porcelain to Dutch delftware, cobalt blue has been fired into décor for centuries. Recently, the vibrant color has reignited on the runways. It lit up Joan's striking dresses on Mad Men, and it dazzled at Valentino's fall/winter show during Paris Fashion Week. This season, watch for the brilliant blue to brighten home design, particularly when paired with saturated orange tones and tailored white accents. Intense and full of life, this is one hue that won't flame out.



**L1800 Topeka Sofa**  
Cobalt Leather accented with  
Painted White Legs and Pewter nail trim



**9125 Spool Chair**  
Tangerine Orange



CR Laine pieces pair perfectly with cobalt blue accessories like the Peyton Lacquered Nightstand from World's Away and Pagoda Mirror by Barclay Butera for Mirror Image. Even more stunning is this custom stretched canvas artwork from Black Crow Studios in varying shades of blue.



**2425 Parrish Chair**



**415 Hans Chair**



## CR Laine—Fall 2013 Trend Report

### COLOR CRUSH : A BOLT OF COBALT

#### CUT LINES and RESOURCES

#### **L1800 Topeka Leather Sofa**

Dimensions: 89W x 41D x 36.5H in.

Featured Leather: Cosmic Cobalt

Benjamin Moore Painted Finish: Spring In Aspen (BM954)

Suggested Retail (as shown): \$5,275

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

#### **9125 Spool Chair**

Dimensions: 29W x 35D x 38H in.

Featured Fabric: Kate Tangerine

Benjamin Moore Painted Finish: Dune White (BM968)

Suggested Retail (as shown): \$1,655

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

#### **2425 Parrish Chair**

Dimensions: 30W x 36D x 35.5H in.

Featured Fabric: Paxton Cobalt

Suggested Retail (as shown): \$1,110

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

#### **415 Hans Chair**

Dimensions: 31W x 34.5D x 38.5H in.

Featured Fabric: Berkin Snow

Benjamin Moore Painted Finish: Tapestry Beige (BM975)

Suggested Retail (as shown): \$1,715

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

Inspired by Valentino's Fall/Winter 2013-2014 cobalt trend

<http://www.edisonavenue.net/2013/03/valentino-fallwinter-2013-14-paris.html>





## 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 almost 42% since 2007. This equates to a savings of \$24,000 in the last 4 years. In April of 2011, we implemented a new lighting system that reduced our energy usage by 50% in the first year!
- Water conservation has decreased our water usage by 32.4% since 2006, which equates to over 12,000 gallons of water on average every month. In 2010 alone, we used 63,674 gallons LESS than in 2009. We recently replaced all of our toilets throughout the facility with new low-flow, high efficiency units, which will 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 three years, we have recycled 136,400 lbs. of scrap fabrics, 17,000 lbs. of cardboard, 10,000 lbs. of paper/plastic wrapping, and 1,240 cubic yards of wood blocks.
- Recycling and duplex printing office paper has saved 650,000 sheets of paper. That's over 43 cases of paper and a savings of \$2,670 in office paper alone. Additionally, over 300 trees have been saved by recycling paper with a local management company. By implementing a paperless scanning system, we were also able to empty several filing cabinets and recycle thousands of documents with Shred-it last year.
- 200 lbs. of aluminum cans and plastic bottles are recycled each quarter. That's more than 4,000 lbs. of cans and bottles recycled in the last 5 yrs.
- As we build our new 42,000 sq ft addition to our plant, all of the trees that were cleared from the land have been sent to a local sawmill and the gravel from our old parking lot was sent to a local rock quarry to be ground up and repurposed.

