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American Drew Unveils New Collections and Advertising Campaign at Spring High Point Market

“We Deliver” Campaign Communicates American Drew’s Brand Promise to Retailers

American Drew, a La-Z-Boy company and leading manufacturer of medium to upper-medium priced bedroom, dining room and occasional furniture, is introducing three collections inspired by a range of consumer lifestyles and home furnishings needs.

A new trade advertising campaign pairs the collections with their ideal customers while communicating to retailers American Drew’s appeal to customers who are ready to invest in fine quality furniture.

“Today’s consumers are looking for more than just furniture—they want their home’s décor to tell a story about who they are and what they value,” said Jack Richardson, senior vice president of sales for American Drew. “All three collections are designed around a different consumer profile, and each tells a unique style story while remaining true to the American Drew brand promise of high quality, high style furniture that consumers want to own.”

Easy Living, a 36-piece whole-home collection, blends heirloom silhouettes with contemporary conveniences and mix-and-match finishes, establishing a casual look with farmhouse or cottage undertones. Utilitarian hardware features an eclectic mix of knobs and pulls in aged bronze, white porcelain and glass. Four complementary finishes in warm elm, vellum white, midnight blue and heather grey characterize the collection and appeal to the consumer who is not afraid to mix styles and colors in order to make her home her own.

With its transitional lines, popular finish options and affordable pricing, the **Lynn Haven** whole-home collection appeals to the consumer who wants a stylish yet livable home. Available in Espresso or Dover white, this collection is suitable for a variety of settings from urban apartments to seaside cottages. Interlocking scroll patterns, square beveled block forms and lightly burnished edges add character without overwhelming the design, and the collection easily transitions between styles based on the consumer's choice of accessories.

Old world elegance characterizes the most traditional collection, **Manchester Court**, which appeals to consumers who want their home to feel classic, sophisticated and refined. The finish is an antiqued cherry with a black glaze. While this 22-piece whole-home collection incorporates plinth bases, large square turnings and intricate moldings associated with classical English furniture, it also provides the storage and function desired by today's consumers.

"Every piece we build has a person in mind and lives up to the high quality, high style reputation we've cultivated over our 87-year history," Richardson said. "Our Tree of Promise symbol, displayed on each piece of furniture, reminds our customers that American Drew furniture delivers the quality and style they want for their home."

The American Drew showroom is located at C926 in the International Home Furnishings Center (IHFC). The company is extending its "We Deliver" campaign at IHFC with the American Drew Café and signage in the Commerce Lobby.

"We're excited to reintroduce the trusted American Drew brand to our customers in such a bold way," said Terri James, director of marketing for American Drew. "We're committed to providing our retailers with furniture that consumers want to own, and we're delivering on that promise with our new collections."

About American Drew

American Drew is a La-Z-Boy Incorporated company. Founded in 1927, American Drew is a leading manufacturer of medium to upper-medium priced bedroom, dining room and occasional furniture. American Drew's product collections cover a broad variety of style categories including traditional, transitional and contemporary. The company's headquarters are located in High Point, North Carolina and its products are distributed through thousands of independently owned retailers throughout the United States and Canada and around the world. Additional information is available at www.americandrew.com.

About La-Z-Boy Casegoods

The La-Z-Boy Casegoods Group includes some of the most recognizable names in manufacturing and marketing wood furniture and upholstery collections, including American Drew, Hammary, Kincaid Furniture Company and Lea Furniture. Meeting exceptional standards in quality, the La-Z-Boy Casegoods family of brands provides innovative and beautiful furniture solutions with a variety of styles for bedrooms, youth bedrooms, living rooms, dining rooms, family rooms and other places where families gather. La-Z-Boy Casegoods brands are available at retailers across the country. For more information, visit [La-Z-Boy/About/Brands](#).

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