

ARTISTICA

HOME

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FOR IMMEDIATE RELEASE

October 13, 2020

Artistica Home Presents Fall 2020 Portfolio

HIGH POINT, NC – Artistica Home announces the debut of their Fall 2020 Portfolio comprised of a striking new collection called **Vérité**, as well as significant additions to the company's three core programs: Cohesion, Metal Designs and Signature Designs. In keeping with the brand's recognition for original silhouettes, artisan finishes and the innovative use of materials, new introductions offer extraordinary styling diversity with a strong artistic sensibility. The Fall Portfolio will be unveiled in Artistica's dedicated showroom at 200 North Hamilton, Suite 221, during High Point Market October 13-21, 2020.

"Circumstances over the last nine months have caused a significant change in the priority clients place on their home environment," said Robert Yount, President and creative director of Artistica Home. "The imperative for statement pieces and designs that reflect one's personal style have never been more important. The Fall 2020 Artistica Home assortment features unique designs with that priority in mind, offering original styling, the authenticity of natural materials and designs with dramatic visual presence."

The **Vérité** collection is a portfolio of substantial designs dressed in organic and natural materials and textures, featuring random planks of sawn 5mm European White Oak veneers juxtaposed against pitted sheet aluminum. These thick veneers will show all the hallmarks of naturally dried wood, including knots and cracking, with end grains cut 10mm thick to accentuate the cracks. The unique topcoat is a water-based product from the flooring industry that provides exceptional protection without "wetting" the appearance or coloration of the wood. The result is protected White Oak that maintains its truest natural tone. At a time when authenticity is a touchstone for high-end design, the Vérité collection offers a unique proposition.



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The ***Signature Designs*** portfolio is known for the integration of unusual and exotic materials on stunning silhouettes. The Fall 2020 assortment includes occasional and accent items dressed in carved and leafed acrylic, cast bronze, faux horn, Scagliola stone, sawn European white oak, veneered brass, hand forged iron and honed white travertine.

Perhaps our favorite addition to the ***Signature Designs*** portfolio is the shapely Juliet casted chair, which incorporates a convergence of curves, creating a truly sculptural silhouette. This design will pair exquisitely with any of the Artistica Home dining table configurations.

Fall 2020 additions to the ***Cohesion Program*** include 19 items - three dining tables, four chairs, six stools, five occasional tables and a buffet, as well as the debut of the Antico finish. Antico was developed to complement a wide range of colorations, including traditional warm wood tones as well as cooler gray palettes. Dining and occasional designs were drawn with transitional flexibility in mind, incorporating architectural lines and details that take advantage of Cohesion's trademark wire brush technique. The chairs and stools offer upholstered options in all three finishes and side chairs in opening price points to match the existing Aperitif and Haiku designs.

The Artistica Home ***Metal Designs Program*** is grounded in the true art of ironwork – that is the hand forging and shaping of solid metals into beautiful, textural forms. Solid iron is heated to a brilliant orange in a forge and then hammered by hand on an anvil, creating designs guided by the blacksmith's eye. Our introductions include five new and unique occasional groups as well as the addition of true Silver and Gold Leaf finishes, hand applied with subtle glazing and a durable topcoat.



The Artistica Home Fall 2020 Portfolio will debut at the High Point Market, October 13-21, 2020 in the company's showroom at 200 North Hamilton, Suite 221. The showroom opens at 8:00 am daily. Lunch will be served from 11:30 am until 2:00 pm Friday through Monday only.

Private transportation is available from 8:00 am to 6:00 pm daily between the Artistica Home showroom, the Lexington Design Studio across from IHFC, and the main Lexington Home Brands showroom on National Highway. Shuttles will stop at each location every ten minutes. For appointments or more information, email marketing@artisticahome.com or call 336.474.5555.

ABOUT ARTISTICA HOME AND LEXINGTON HOME BRANDS

Artistica Home is a division of Lexington Home Brands. A global manufacturer and marketer of residential and contract furnishings, Lexington is recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1903, the company's diverse assortment includes wood and upholstered furniture at medium-to-upper price points across every relevant style category, from classic to contemporary. The company's portfolio of brands includes Lexington®, Tommy Bahama Home®, Tommy Bahama Outdoor Living®, Sligh®, Artistica Home®, and Barclay Butera®. Products are distributed through home furnishings retailers, interior design professionals, to-the-trade showrooms and select Internet retailers. Headquartered in High Point, North Carolina, the company has showrooms in High Point, New York and Denver. For additional information, visit artisticahome.com or lexington.com.

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