



**PRESS RELEASE: March 11, 2022** For more information, contact Lee Boone, 336.906.2114;  
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## **Lee Boone Partners with Peter Shi to Launch Motion Upholstery Resource**

**High Point, N.C.:** Industry veterans Lee Boone and Peter Shi are forming a new motion upholstery resource offering innovative function, better materials and quality construction, they announced. **Luxfort Home**, the brand name for the new enterprise, will be based here and launch this month at High Point Market. The new venture is an integrated manufacturing, sales, and distribution operation that will produce upholstery in two established factories owned and operated by the company in Vietnam. The existing factories, which operate under the Leather Master trade name, have built a solid reputation for construction, quality, and service as an OEM supplier to multiple prominent US factories and wholesalers. "We have open capacity available this Spring, so we can offer 90-day lead times, a positive alternative to the extensive backlogs plaguing our industry these days," said Boone, newly-appointed President, overseeing sales and marketing.

"We operate as a lean, low-cost supplier focused on excellent engineering, innovative function, quality construction, and reliable service," said Managing Director Peter Shi. "We are fortunate to have a seasoned manufacturing team that knows how to make great furniture and run efficient operations," continued Shi. The company will target top 100 furniture retailers and their omnichannel platforms.

"Luxfort Home will focus on motion upholstery positioned above starting price points to mid-price points with on-trend styles, innovative function and better leathers; all at compelling values and factory-direct pricing," Boone said. "Our initial style focus is on casual contemporary and modern, and we also intend to develop proprietary custom products for select retailers," he said. The company will offer a wide array of upholstery functions including power footrest, power

headrest, minimal wall proximity, hidden cupholders, hidden storage and reading lights, drop-down work surfaces, wireless phone charging, phone and tablet stands and discreet USB and power outlets. “Luxfort Home will also make stationary sofas and chairs in a new (third) factory we are opening in Vietnam next month,” added Boone.

“This is an extremely exciting time in my life,” said Boone, who was most recently president of Hooker Furnishings’ HMI division and previously served as president of Samuel Lawrence Furniture and Legacy Classic Furniture. “To the established companies where I spent the last 30 years, I am grateful for a tremendous amount of knowledge and many wonderful relationships. Now I have the opportunity to create an entirely new business with the wisdom of experience and an entrepreneurial mindset. Peter Shi, whom I’ve known for 25 years, is the perfect manufacturing partner for this venture, a proven furniture executive with an open mind, high-integrity, boundless energy, and a strong will to win.

We are addressing a vastly disrupted marketplace and eager to bring forward a new model with fresh ideas,” he concluded. Luxfort Home will show 8 new collections and warmly receive friends at the April High Point Market in their new, **5,000-square-foot showroom located at 100 N. Main Street**, across from the train station.