



FOR IMMEDIATE RELEASE

Baker Interiors Group Introduces Baker Essentials, an Approachable Assortment of Timeless Seating Designs

Baker Aims to Attract Fresh Clientele and Fill a Market Void with Baker Essentials' Simple Silhouettes, Clean Lines and Neutral Textiles

CONNELLY SPRINGS, NC (April 2023) – Baker Interiors Group is pleased to introduce Baker Essentials, a 54-piece seating collection offering clean-lined, approachable sofas, sectionals, loveseats, chairs and ottomans for a broad range of customers. Branded as seven styles—Ensley, Austin, Channing, Rowan, Landon, Celeste and Lennox—each piece puts comfort, casual forms, sleek design, and neutral color palettes at the forefront.

“With Baker Essentials, we sought to design a timeless assortment of seating that adheres to Baker’s unrelenting commitment to quality and design yet comes with a more accessible price point,” said Erica Wingo, Senior Vice President of Merchandising and Marketing at Baker Interiors Group. “This new line allows us to capture additional market share while also catering to our existing loyal clientele of designers, offering them fresh, minimalist/modern designs without excessive embellishments. The 54 pieces were designed to stand on their own or complement existing Baker and McGuire collections—fitting for a variety of residential, commercial or hospitality venues.”

The Baker Essentials designs feature a curated selection of textured textiles with elevated looks that offer a layering component across four versatile color stories: white to ivory, eggshell to camel, putty to taupe, and cool gray to charcoal. Options include linens and blended textural body cloths, a range of sumptuous bouclés, uncommon chenilles, and plush velvets. Two of the styles, Austin and Lennox, are available in two new finishes—Polished Stainless Steel and Antique Brushed Bronze—inspired by warm metals that the Baker team admired at Salone del Mobile Milano earlier this year.

Varying seat depths and heights provide clientele with a range of sits, from formal and upright to casual and low-profile. Baker’s designers utilized inventive manufacturing techniques to engineer robust, lifetime-built frames as well as custom hypo-allergenic cushion fills specifically for the Baker Essentials line. Seats are made of polyurethane foam with a fiber wrap, and the back pillows are made of 100% polyester microfiber with down-proof ticking, resulting in cushions that are low maintenance yet supremely comfortable.

The Baker Essentials pieces are rooted in modern silhouettes, paired with both traditional and transitional touches. The seven styles include:

- The Ensley Collection – Luxurious and linear, the Ensley Collection features pieces with a low-profile, modern seat and smooth, swooping arms for the height of comfort.
- The Austin Collection – The Austin Collection is geometric and generously proportioned, with pieces that bring a bold and structural presence to any room. Each piece includes legs carefully finished in a choice of Polished Stainless Steel or Brushed Antique Bronze.



- The Channing Collection– With deep cushions and arms that invite you to relax and rejuvenate, the Channing Collection is a welcome addition to any upscale living room or sitting area.
- The Rowan Collection – Both strong and playful, the Rowan Collection is defined by its thin, modern arms and its geometric feet that provide a firm foundation.
- The Landon Collection – The Landon Collection features artistic seating options that blend modern and traditional elements. The facets and tapers of the arms create a delicate, soothing silhouette.
- Celeste Lounge Chair – The Celeste Lounge Chair is a modern reinvention of the classic tub chair. This effortlessly stylish piece brings a contemporary vibe to the living room, bedroom or home office.
- Lennox Lounge Chair – The Lennox Lounge Chair is an exploration in fine materials, pairing a metal frame with a highly comfortable seat in your choice of fabrics. Select from Polished Stainless Steel or Brushed Antique Bronze finishes.

Baker Essentials debuts at High Point Spring Market in April 2023. For more information, please visit a Baker showroom and/or connect with us on social media via [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#). #bakerfurniture

About Baker Interiors Group: Since its founding in 1890, Baker has been the hallmark of design excellence and uncompromising quality. It is distributed worldwide through a network of interior design trade showrooms and luxury home furnishings retailers. Baker Interiors Group is a wholly owned subsidiary of Samson Investment Holding Co.; it is comprised of heritage brands Baker and McGuire. For further information, please visit www.bakerfurniture.com.

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