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COMPANY C GOES ON A COLOR VOYAGE FOR NEW FALL INTRODUCTIONS
New High Point Showroom Features Artisanal Quality and Designer Style

Concord, NH (April, 2018) Company C, the award winning New Hampshire-based design and manufacturing company, unveils its effervescent Fall 2018 collection from its new High Point showroom shared with Norwalk Furniture, in IHFC M126. Company C will display its luxury brand, as well as its approachable Colorfields collection, in vignettes with its Company C for Norwalk Furniture frames. This creates a singular destination for retailers and designers to shop Company C's complete lifestyle.

To commemorate the expanded showroom, a ribbon-cutting will take place at 5:15 p.m. Saturday, April 14. It will be immediately followed by a cocktail reception.

"For our fall 2018 Collection, we embarked on a design and color voyage - antique fairs, artisan workshops and art galleries from around the globe," said Company C co-founder and colorful living officer Christine Chapin. "These collections are in homage to the hand crafted artisanal pieces found in various cultures."

In its new showroom, Company C will unveil an addition to the product line - artisanal quality hand knotted rugs. The *Modern Traditions* collection, features meticulously hand-crafted rugs made from hand-spun wool, and washed to add softness and lustrous patina. *Jasper* evokes a modern, abstract design with melodious yellows and camel tones embellished by silvery grays, hints of charcoal and black. In *Carlton*, indigo and denim blues dance with lake and aqua tones to create a refreshing, timeless look that is tribal yet elegant. *Florence* is inspired by the symmetry of classical ornamentation, and boasts shades of green and aqua, bordered by a stone color that frames a Renaissance design.

Champion of the *Bold and Beautiful* collection, colorful *Indira* was inspired by an antique Indian silk shawl with unusual and intriguing embroidery. Crafted in shades of azalea, plum, clover, and blue, the texture and design create a rug that is beautiful and invites bare feet. Emblazoned with elephants, Indian folklore reveals that an elephant with their trunks raised represents a showering of good luck. *Savannah* is enlivened by fresh jewel tones of berry and jade, harmonized with creamy yellow and soft pink, lending a vintage look to traditional floral. The exuberant *Freestyle* rug, with its brushstrokes of deep saturated color, evokes the mood of an artist eloquently dancing a paint brush against a fresh canvas.

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Queued by cultures from around the world, the *Worldly collection* draws on the traditional geometric designs from the Lori Baft Tribes of Persia. The luminous rugs are hand-woven with New Zealand and other fine wools. Bold *Seville* is a statement worth noting in fashionable red where deep color gradations bring sophistication and lasting appeal. *Java* with its intricate stylized trees and animal symbols dancing vibrantly on the border of the deep espresso rug bring energy to any space. *Danube* infuses a collected mood with bold geometric design and the liveliness of saturated blues, from indigo to denim. The sun-washed colors from landscape of the American Southwest and its contrasting blue sky come to life in *Canyon*, where space-dyed yarns in shades of terracotta, gold, and azure blue are intricately woven in a tweedy, geometric pattern.

The *Spirals* rug is well-named with its bright multicolored swirls blossoming from the dark ground; the playful rug is hand-hooked in the same tradition from ancient times. A nod to a medieval board game from Indian, *Pachisi* brings handsome symmetry to the home. Adopting the patterns and colors of an antique handmade pachisi board, wool yarns in shades of cream, toffee, brown, and gray create a stylized take on the centuries-old cross-and-circle game board.

By way of introduction, several home accents and pillows join the collection. The American West meets modern Scandinavia in Company C's *Tanner* pillow, at once rustic and handsome in color drenched, supple leather and natural cowhide. The *Maze* pillow in luxurious velvet makes a bold color statement in a room. The deep earth tones of the Rocky Mountains come alive in the *Breckenridge* corduroy pillows. Azalea, plum, clover, blue—the vibrant colors of joy and celebration are woven into the soft, generous *Off the Grid* throw.

This High Point introduction includes more than 55 new designs in both rugs and home accents. Over 80 upholstery silhouettes and 125 signature fabrics and rug ottomans are featured through the Company C for Norwalk collection. The initial response has been overwhelming from dealers and designers nationwide. **Link to images:**

<https://us2.hostedftp.com/>

Username: Press2018

Password: Color2018!



About Company C

Company C is a leading manufacturer of colorful, handcrafted home furnishings. Founded in 1994 by Christine and Walter Chapin, the company that began as a one-room garage operation has grown to include more than 1,400 wholesale partners worldwide, two retail stores and an ecommerce website. Since 2005, Company C has supported sustainable sourcing by partnering with GoodWeave, and membership in the Sustainable Furnishings Council. Company C is known as a top resource for distinctive and uniquely colorful rugs, bedding, furniture, fabrics and decorative accessories. Throughout the year, customers are treated to fresh, exciting collections in Company C's signature colors and designs. Find Company C at www.companyc.com, [Instagram](#), [Pinterest](#), [Facebook](#), [Twitter](#), and the [Company C blog](#)