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Image Attached: Bernhardt_Exteriors_Joli_Seating_GreyMist_StoneTable_revised

Bernhardt to Debut New Luxury Outdoor Furniture Category

LENOIR, NC (August 1, 2019) – Bernhardt Furniture is moving into a new category, debuting its first collection of outdoor furniture at the October High Point Market. The new division, Bernhardt Exteriors, will be showcasing an initial offering of approximately 50 fashion-forward and eclectic designs.

“We’ve been eyeing the outdoor category for a while, but we wanted to be sure that we could deliver the same comfort, quality, and high-end design that we’re known for with our interior furniture,” says Alex Bernhardt Jr., President and CEO of Bernhardt. “We’re excited to present these new pieces in October for Bernhardt Exteriors. They are designed at such a high level and with such care that they actually are multipurpose – equally at home inside as they are in an outdoor setting. It is an exterior version of our popular and iconic Bernhardt Interiors line.”

Each piece can be used in a full outdoor space, such as a patio, terrace, or deck, but also could be used as indoor furniture that can stand up to pets and children. The luxe collection features upholstered sofas, sectionals and chairs, dining tables and chairs, a unique large round daybed, as well as accent tables and chairs, and swivel chat chairs. Materials include a range of outdoor designer fabrics from companies such as Sunbrella, stainless steel and aluminum with specialized custom finishes, cast stone and terrazzo tables, an acrylic dining table with a cast wood grain design, plus a range of items in gorgeous woven materials.

As with any Bernhardt indoor furniture, the outdoor seating was designed with an emphasis on comfort. “Seating comfort is very important to us, and these new pieces are no different,” says Steve Pilgrim, Senior Vice President of Sales and the person heading up the new outdoor program. “We took a lot of time to develop the right cushion, so we could offer an amazingly comfortable seat in our outdoor sofas, sectionals and chairs. The result is deep and sumptuous seating that is different from your typical outdoor experience.”

The exterior line will also offer a custom pillow program that adds a designer level to the collection, just as it does for Bernhardt’s interior upholstery collections.

Bernhardt Exteriors will make its debut in the Bernhardt showroom at High Point Market (Oct. 19-23) on the 6th floor of the IHFC building.

ABOUT BERNHARDT

Celebrating its 130th anniversary this year, Bernhardt ranks among the country’s largest family-owned furniture companies and is one of the world’s leading diversified global furniture manufacturers. This heritage brand, located in Lenoir NC, produces a wide range of casegoods, upholstered seating, and accent furniture—fashionable, well-made, and affordably priced. Please visit bernhardt.com for more information.

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