

440 E. Commonwealth Blvd.  
Martinsville, VA 24112

**FOR IMMEDIATE RELEASE Contact:** Kristin Hawkins

Steinreich Communications

212-491-1600

[khawkins@scompr.com](mailto:khawkins@scompr.com)

**HOOKER FURNITURE CHANNELS CALIFORNIA COAST WITH LAUNCH OF SURFRIDER & SUNDANCE COLLECTIONS**

**121-PIECE INTRODUCTION IS THE ONE OF THE LARGEST IN COMPANY HISTORY**

**MARTINSVILLE, Va. –** Calling on inspiration from the iconic Pacific Coast Highway and the picturesque Malibu landscape, Hooker Furniture has unveiled two collections with a California casual aesthetic. ***Surfrider*** and ***Sundance*** meld the salty, yet cozy oasis of the California coastline with a modern surf culture to create a collection of 121 bedroom, dining, occasional and home office pieces – one of the largest collections in recent history for the company.

Defined by the use of natural materials including rattan, jute rope, gypsum, bamboo and driftwood motifs, the collections were designed to create relaxing spaces to escape from the pressures of modern life, a popular trend in interior design today. Featured in two distinctive wood tones, Surfrider enhances a living space with its light, natural Driftwood finish, while Sundance charms with rich Cliffside, a dynamic earth tone finish with light burnishing on the edges.

“While the collection certainly has a California aesthetic that would live beautifully in a coastal home, the combination of modern styling with natural elements takes it beyond just a coastal look,” said Tim O’Hare, senior vice president of merchandising and design for Hooker Furniture case goods. “Its luxurious materials, shapes and textures combine to create a sophisticated style that will appeal to consumers in all regions of the country who are looking to create a calming resort-inspired retreat in their own homes.

“The Sundance collection, with its darker finish, carries a modern mountain aesthetic that would easily transition into many geographic locations,” he continued.

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SURFRIDER AND SUNDANCE COLLECTIONS

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Two signature beds anchor the bedroom offering, including a panel bed with distinctive diamond patterns on the headboard and footboard and a rattan bed that is characterized by its cane and jute rope details that epitomize a relaxed, California casual lifestyle. Additional bedroom pieces include two nightstands, a bachelor’s chest, a wardrobe, a bed bench and a variety of drawer chests.

Highlights of the dining room category include a rectangular dining table inspired by the rich heritage of the California surf culture, a pub table and a round rattan dining table that personifies Malibu’s historic beach-town community. Additional pieces include a variety of dining chairs, counter-height chairs and bar stools with designs ranging from transitional styles with exposed wood arms and side chairs with upholstered seats to barrel back styles that add a unique design element to a dining or entertaining space. Storage and serving pieces include a three-door buffet and display cabinet featuring antique mirror detailing.

Highlights of the home office and occasional pieces including a writing desk with convenient open storage incorporated into the design of the base and an entertainment console with diamond motifs on the door fronts. Additional occasional pieces include an accent chair, an accent chest, a small media console, entertainment piers, a bar cabinet, a drum table, a martini table, several floor length mirrors, a cocktail table, a variety of end tables and several etagere styles.

Founded by the Hooker family in 1924, Hooker Furniture Corp. is a designer, marketer, manufacturer and importer of case goods, leather furniture and fabric-upholstered furniture for the residential, hospitality and contract markets. The company also domestically manufactures premium residential custom leather and custom fabric-upholstered furniture through its Bradington-Young and Sam Moore Furniture brands. It is ranked among the nation's largest publicly traded furniture sources, based on 2016 shipments to U.S. retailers, according to a 2017 survey by a leading trade publication. Hooker Furniture’s corporate offices and upholstery manufacturing facilities are located in Virginia and North Carolina, with showrooms in High Point, N.C., and Ho Chi Minh City, Vietnam. The company operates eight distribution centers in North Carolina, Virginia, California and Vietnam. For more information, please visit hookerfurniture.com.

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