

One way ticket?

Will labor shortages, material hikes propel lasting price increases?

A number of upholstery vendors have raised prices; more will soon join in

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Case goods increases a hard, but necessary choice

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Supply shortages, raw goods costs drive up bedding increases

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Sherrill offers change in process with unified showroom

For Sherrill Furniture, one big change for this season is a change in process, said Madeline Brown, marketing manager.

To start with, Sherrill Furniture Cos. is unifying its main showroom from individual parts to one seamless experience across brands. Examples include incorporating Whittemore Sherrill leather styles and CTH Sherrill Occasional lines into the main Sherrill Furniture showroom and implementing virtual marketing efforts to maximize showroom exposure.

"Virtual showroom tours will give designers and retailers the ability to step into the showroom from the comfort of their home or office to see new fabrics, styles and interior design techniques," said Brown. "The new virtual market website will also allow buyers to see new product, specifications and options."

This fall, new styles will be introduced from best-selling frames. One, the DC373 Sofa, was so well received after its introduction in fall 2019 that this market will see the introduction of sectional components using the sofa.

Plans are to introduce new upholstered and case goods pieces throughout the line, along with new upholstery styles to modernize Sherrill Furniture's current offerings.

"The creating of new modern upholstery styles with best-selling additions offers clean lines, optimal comfort and a quick turnaround time with our manufacturing taking place in North Carolina," said Brown. "Consumer demand is increasing, and consumer willingness to wait is decreasing, therefore our ability to manufacture high-quality comfortable product in a short period of time has been a huge benefit for us as a company." **LL**



Sherrill Furniture, transitional sofa

Taylor King steps up to meet changes in consumer demand

Taylor King's direction for this fall starts with getting the work done, while adopting a priority to come up with new and fresh designs on target for early 2021, according to Del Starnes, president and COO.

"With such incredible increases in demand for product, our total focus at the moment is to increase production and meet the delivery needs of our customers," said Starnes. "However, we can't lose sight of the need to introduce fresh and exciting new products early in 2021."

Starnes said that Taylor King draws its inspiration for some of its designs based on the design trends introduced by its fabric and leather suppliers, which Starnes expects to see beginning in November.

"We will certainly look to add new products in both the traditional and transitional categories to complement our extensive product offering," said Starnes. "Performance fabrics of every category continue to be in high demand, and we feel that trend will continue into 2021."

"To that point, we will soon be launching a video on the Taylor King website that will focus on supplying the consumer with information to assist in making educated choices based on their performance expectations."

In all of it, the pandemic has meant meeting the changes in consumer demand.

"There has certainly been an increase in demand for sectional seating of all shapes and sizes," said Starnes. "Swivel chairs are in high demand as well, and Taylor King offers 30-plus style choices in that category." **LL**



Taylor King, swivel chair in leather

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Copeland Furniture

SP, 5100

The Camden sleigh bed is made with solid reclaimed finger joined cherry and built for use with just a mattress. Also features attached nightstands. It also will be available from the quick-ship program that ships within one week of order entry.

Dovetail Furniture

MS, 142

The 55-inch Harrell round dining table features a terrazzo top and an acacia wood base split into three panels.

The Kelsey desk is made with oak and pine in a black finish. It has drawer storage and a 43- by 19-inch work surface that sits on metal legs.

The 70-inch mid-century-inspired Mondale sideboard is made with rattan and reclaimed pine in a Natural Honey finish.

Eastern Accents

SAMS, G-1000

The Gannon bed frame is being added to the Gannon collection. It is the line's first fully customizable upholstered bed with a painted wood frame. Available in twin through California king sizes, it is also available in three standard paint finishes and any color from the Benjamin Moore Classics palette. Also available in three upholstery styles and any custom fabric.

Essentials For Living

SP, 3148

The Bayview dining chair is being added to the Woven collection. It features Old Gray rattan wrapped with taupe and white flat rope and a plush fixed Pumice seat.

The 34-inch wide Holland chest is being added to the Traditions collection. It features natural rattan doors with clear acrylic hardware that seem to float on a slim matte white frame. Includes cord management and an adjustable shelf.

The Woven collection also is adding the Costa counter stool. It features taupe and white flat rope intertwined and wrapped around a natural gray mahogany base.

Greenington Fine Bamboo Furniture

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The modern Park Avenue bedroom is made with solid Ruby bamboo with black accents.

The new architecturally inspired, modern Sitka dining table and Cassia dining chair is shown in solid Amber bamboo.

The Ascent hi/low sit-stand desk is made with solid Amber bamboo.

Hickory White

309 N. Hamilton St.

The Rives bunching chest has four storage drawers that are made with quartered ash veneers and feature pulls in polished brass or polished nickel. The drawers rest below a quarter ash rectangular top and end panels are elevated on a recessed plinth base. The chest features a USB power strip, which enhances overall functionality.

Hooker Furniture

IHFC, C-1058

The 57-piece modern Cascade collection includes bedroom dining room, occasional, entertainment and home office. Made with oak veneers and sandblasted pine, it comes in three finishes: a soft taupe called Terrain, a lacquered burlap finish called Pebble Beach and Chalk, a cast resin in a sandblasted pine motif. Pieces are decorated with metal accents and champagne-tone. Key bedroom pieces include a panel bed in the Terrain finish and accented with Champagne metal inlays on the headboard and footboard, and a sleigh bed in the Pebble Beach finish paired with Terrain around the perimeter. Other bedroom pieces include four nightstand designs, two six-drawer chests, two six-drawer dressers and a four-drawer bachelor's chest.

Key formal dining pieces include a rectangular table that is finished in Terrain. Dining chair options include an exposed wood arm and side chair with an upholstered seat. Storage pieces include a server, display cabinet and four credenza styles.

Key casual dining pieces include a pedestal table that is defined by its unique base that intersects a retreat-style to any dining space. Dining chair options include an exposed wood arm and side chair with an upholstered seat. Storage pieces

include a server, display cabinet and four credenza styles.

Entertainment pieces include an entertainment console.

Key home office pieces include a writing desk and a filing cabinet with a bookcase hutch.

The Surftrider and Sundance collections feature a California casual aesthetic. Between the two, there are 121 bedroom, dining room, occasional and home office pieces. 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. Surftrider comes in a light, natural driftwood finish, while Sundance comes in an earth tone finish with light burnishing called Cliffside.

Key bedroom pieces include a panel bed with diamond patterns on the headboard and footboard and a rattan bed that is characterized by its cane and jute rope details. Other key bedroom pieces include two nightstands, a bachelor's chest, a wardrobe, a bed bench and a variety of drawer chests.

Key formal dining pieces include a rectangular dining table inspired by the California surf culture. 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.

Key casual dining pieces include a pub table and a round rattan dining table. Additional pieces include a variety of dining chairs, counter-height chairs and bar stools. Storage and serving pieces include a three-door buffet and display cabinet featuring antique mirror detailing.

Entertainment pieces include an entertainment console with diamond motifs on the door fronts, a small media console and entertainment piers.

Key home offices pieces include a writing desk with convenient open storage incorporated into the design of the base.

The 51-piece Castella collection includes bedroom, dining room, occasional, entertainment and home office. It has



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support by a tripod metal base. The table top offers a beach gray finish, crafted in a circular pattern of varying shades and grains. 22 inches by 22 inches by 20 inches.

Essentials For Living
SP, 3148

Adding to the Bella Antique collection, the Pier accent table is a sturdy and sculptural accent in a smoke gray pine.

Greenington Fine Bamboo Furniture
IHFC, H-517

The Sol side table in Amber finish, offers a small footprint.

The Azara bench is available in two colors and displays a center accent of exotic Tiger bamboo.

The Rhody lift-top coffee table features a lift-top work surface that opens to reveal hidden interior storage.

Hickory White
309 N. Hamilton St.

The Hardin accent table, rich in bohemian style is a round

side table fitted with an inset quartz stone top above sides that are sheathed with hammered metal. Elevated on an inset plinth base. 22 inches by 25 inches high.

Hooker Furniture
IHFC, C-1058

The Cascade collection is a 57-piece assortment including occasional pieces, featuring a variety of mixed materials including oak, metal accents and champagne-toned hardware. The collection is available in three finishes: Terrain, a soft taupe; Pebble Beach, a lacquered burlap finish; and Chalk, a cast resin in a sandblasted pine motif. Occasional items include an accent chair with a unique cutout back, three console tables, three end tables and three cocktail tables.

The Surfider and Sundance collections, with their California casual aesthetic, include 121 pieces, among them an accent chair, an accent chest, 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. Defined by the use of natural materials including rattan, jute rope, gyp-

sum, bamboo and driftwood motifs. Featured in two distinctive wood tones, Surfider in a light, natural Driftwood finish and Sundance in the Cliffside earth tone finish with light burnishing on the edges.

The 51-piece Castella collection includes occasional pieces such as a square cocktail table and end table, a credenza and an accent console. Castella is presented in an updated mid-tone brown. Crafted of quartered walnut, quartered black walnut and quartered ash and maple veneers, the collection combines classic design elements such as scrolls, serpentine shapes, rope twist molding, acanthus leaf details and fleur-de-lis accents.

Horizon Home Furniture
IHFC, H-1143

Part of the Copper Canyon collection, the occasional tables of solid Chilean pine construction features authentic reclaimed hand hammered copper tops. Casters come on the cocktail table. Full-extension drawer glides. Warm burnished lacquer finish.