



For further information

Shannon Baugh

336.474.5462

sbaugh@lexington.com

FOR IMMEDIATE RELEASE

February 9, 2017

Lexington Collaborates with Designer Barclay Butera for Major Brand Launch

HIGH POINT, NC – Lexington Home Brands announced today the signing of a licensing agreement with celebrated designer Barclay Butera. The initial portfolio will include two complete lifestyle collections set to debut at the High Point Market, October 13-18, 2017. The presentation will be unveiled in the main Lexington showroom complex located at 1300 National Highway.

“Lexington has led the industry in the concept of licensing and lifestyle marketing,” said Phil Haney, President and CEO of Lexington Home Brands. “Yet over the past decade, we have strategically focused our design efforts on the company’s three legacy brands - Lexington, Tommy Bahama and Sligh. In today’s market, and from a retailer’s perspective, a design license makes sense when the collaboration adds significant value to the product, and there exists a compelling business case for the proposed style category. In the case of our partnership with Barclay Butera, we are totally confident in our ability to add significant value based on the strength of his design aesthetic, its relevance to our target audience and the pressing need for an updated interpretation of traditional in the marketplace.”

“In recent years, we have seen a rapid and dramatic shift towards transitional and contemporary styling in home furnishings,” continued Haney. “However, when asked about their lifestyle preferences, over half of affluent consumers still describe themselves as traditionalists. We believe that the industry’s race to contemporary has left a void, creating an important business opportunity for reinventing neo-traditional design. We were very intentional in seeking out the designer with whom we would partner on this project, and Barclay Butera was our first choice. He brings a proven body of work, a proclivity for offering a fresh vision and relevance to the classics, and four highly successful retail boutiques that ground his design vernacular in the realities of retail.”

The licensed collaboration will be called Barclay Butera for Lexington, featuring two indoor lifestyle collections for the initial launch. Each will include a significant upholstery component, highlighting Barclay’s unique styling touch, his keen eye for tailoring, and talent for creating statement frame and fabric combinations. Lexington’s upholstery operation in Hildebran, North Carolina is ideally suited for this type of benchmade custom work, offering specialty finishes, COM options, and delivery times averaging 30 days.

“I am thrilled and honored to be collaborating with a company that has such an impeccable reputation for spectacular design and incredible product development capabilities” said Barclay Butera. “I have been a Lexington dealer for years, and I am also ecstatic with their commitment to quality and customer service. Lexington has intelligently positioned themselves as a designer line with broad appeal because of their innovative styling, lifestyle merchandising and strong relative value. Lexington products are totally relevant for my high-end design jobs, yet resonate with consumers in my retail showrooms as well.”



B A R C L A Y  B U T E R A

Since 1994, Barclay Butera has been the creative force behind his eponymous design firm based in Newport Beach, California. His design signature is distinctive – classic with a fresh twist that flawlessly integrates into traditional, transitional or contemporary interiors. Heritage designs blend effortlessly with pattern-on-pattern fabrics and bold textures that are hallmarks of his iconic all-American style. In addition to his private-client design business, Butera is an accomplished speaker, author of five design books and operates retail boutiques in Newport Beach, Corona del Mar and West Hollywood, California, and in Park City, Utah.

“I intend to create two initial comprehensive collections for Lexington that are quintessential Barclay Butera but with a fresh, traditional twist,” continued Barclay. “The aesthetic will energize those in the trade, while retaining the approachable luxury to ensure success for dealers in the traditional retail channel. My own business has demonstrated that the two are not mutually exclusive. Design clients and consumers share common aspirations, and my glamorous yet comfortable approach to design has resonated with them for decades. For those of us in the business, it’s our passion, and I couldn’t be more excited about this collaboration to design a fresh vision of today’s new traditional style.”

ABOUT LEXINGTON HOME BRANDS

Lexington Home Brands is a global manufacturer and marketer of residential and contract furnishings, recognized as an industry leader in design innovation and lifestyle merchandising. With a legacy dating back to 1903, the company's diverse assortment includes wood and upholstered furniture at medium-to-upper price points across every relevant style category, from classic to contemporary. The company's portfolio of brands includes *Lexington®*, *Tommy Bahama Home®*, *Tommy Bahama Outdoor Living®*, *Sligh®* and *Artistica®*. Products are distributed through home furnishings retailers, interior design professionals, to-the-trade showrooms and select Internet retailers. Headquartered in High Point, North Carolina, the company has showrooms in High Point, New York, Denver and Las Vegas. For additional information, visit lexington.com.

ABOUT BARCLAY BUTERA

BARCLAY BUTERA is an interior, lifestyle, and product designer. Some of his most recognized and sought-after collections in the marketplace include fabrics, indoor and outdoor furnishings, flooring, carpets, lighting, wall art, bedding, decorative mirrors, and home décor. He is the author of five books: *Modern Living; Past, Present, Inspired; Living in Style; Living on the Coast; and Getaways and Retreats*. He has appeared on NBC's *Today Show, Extra!*, CBS, ABC, Fox, *Beautiful Homes & Great Estates*, HGTV; he has received press in the *New York Times, New York Post, Los Angeles Times, Wall Street Journal, Elle Décor, House Beautiful, House & Garden, Luxe, Ocean Home, Traditional Home, Veranda, Western Interiors & Design, Esquire, Robb Report, 1stdibs.com, OneKingsLane.com, Gilt.com, and ArchitecturalDigest.com*.

For more information visit BarclayButera.com. For press inquiries, contact Christine Phillips, Viola PR and Design at 920-254-5563 or christineviola7@gmail.com.

DIGITAL PRESS CENTER

Visit our online press center to access the most current press releases and hi-res imagery:

www.lexington.com/press

CONNECT WITH US

#LHBDesign

facebook.com/lexington

instagram.com/lexhomebrands

youtube.com/lexingtonfurniture

pinterest.com/lexhomebrands

twitter.com/lexhomebrands

Thirteen Hundred National Highway, Thomasville, North Carolina 27360
336.474.5300 | lexington.com