

NATHAN ANTHONY®

Nathan Anthony Debuts Branding in Colorful New Showroom

New signature upholstery looks from award-winning designer for October Market

LOS ANGELES – At the October High Point Market, Nathan Anthony Furniture debuts new branding and hand-crafted, custom upholstery styles in a new high-visibility showroom.

This season, the Los Angeles-based company moves from its longtime showroom on the fifth aisle of InterHall to space IH-102 to a prime spot located across from the popular 1618 Bistro.

The new Nathan Anthony showroom features fresh branding elements, including an updated logo and a new “favicon” for social media use. Known as a resource for art-inspired upholstery styles, Nathan Anthony will introduce the abbreviated term associated with its products “Uphlstry Art,” which has been registered for trademark application.

The showroom’s design is further enhanced by a series of creative wall murals and decorative display columns touting the company’s heritage as a “Made in the USA” and family-owned company.

A spotlight display on risers will feature an assortment of Nathan Anthony’s many award-winning chair designs, including the Aerie chair, which just received the International Design & Architecture Award 2018 in the seating category - the company’s fifth win in the annual global competition.

“High Point Market gives us a chance to push the brand messages that help to set us apart in the upholstery category” said Tina Nicole, co-owner and lead designer at Nathan Anthony. “Our customers love that we offer a unique point-of-view along with an unmatched level of craftsmanship.”

To celebrate the new branding, Nathan Anthony will host a Popsicles & Prosecco reception in the showroom on Oct. 14 at 4 p.m., co-hosted by Luxe Interiors + Design magazine.

The reception follows a CEU-accredited event at 1:30 pm in the Suites at Market Square seminar room, where Nicole joins a group of leading designers for a panel discussion entitled “Designing Women of the World.”

This fall’s product introductions highlight Nicole’s singular approach to upholstery design, with an emphasis on high-impact pops of color, including citron, pink, aqua, sun-bright yellow and other neon-like hues, including:

- **Sistine daybed.** Building on buyer reception to the Chablis collection introduced in April, Nathan Anthony has created the Sistine daybed, a free-flowing, wing-shaped daybed with artful, hand-crafted details. Measuring 86 inches wide by 36 inches deep and 34.5 inches high, the Sistine daybed features a rhythmic Arabesque “dancing” welt embellishment on the back surfaces, with equally eye-catching decorative buttons on the front panels that move in concert with the welt’s flowing lines. Anchoring the daybed is a tall, scalloped wood plinth — available in nine stylish wood finishes.

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- **Martini accent chair.** A simple yet dramatic new chair designed for dining or accent use, Martini sports a shapely, highly tailored design. Features include sharply angled arms, low back and trim legs that add a touch of drama and comfort. Measuring 23 inches wide by 23 inches deep and 29.5 inches high, Martini is available as a chair, bar or counter stool, with a choice of nine wood tones on the legs and an assortment of fashion-forward fabrics.
- **Elan series expansion.** The Elan upholstered bed is now offered with two side panel headboards and nightstand-like cabinet drawers. Inspired by the 20th-century Dutch artistic movement “De Stijl,” the Elan collection features a geometric tile design constructed of alder wood with fabric insets. The side panel headboards upholstered to match the Elan bed at Market, featuring a new fabric called Cursive by Maharam. The wood frame and drawer cabinets are stained in a rich tobacco haze finish. The Elan bed was a 2016 Pinnacle Award nominee.
- **Destino lounge.** Designed for easy socializing, the modular Destino is update on the wildly popular Cielo model introduced in the spring. For October, Destino is presented as a soft modern version in thick, quilted Italian velvet. Floating on an upholstered plinth base, the Destino sofa features a series of movable, “floating” back cushions (or bolsters) that may be rearranged in a 360-degree pattern to fit any configuration of sitters. The cushions are weighted, providing ample support while still being easy to move and reconfigure. The result: Destino can go formal, relaxed or lounge-y, depending on how the cushions are arranged. Four lounge lengths are available and customizable.
- **Romeo sofa.** Building on the success of the Rocco sectional, Nathan Anthony introduces a new clean-lined, two-over-two seat sofa called this market, with generous, angled arms, back cylinder pillows and a stylish wood base with contrasting metal corner accents.

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About Nathan Anthony Furniture

Founded in 2005, Nathan Anthony (www.nafurniture.com) produces award-winning contemporary furnishings at its own factory in Los Angeles. Lead designer Tina Nicole made the World’s Leading Design Names list 2018, and has been recognized for design excellence with five consecutive International Product Design awards in 2018, 2017, 2016 and 2015 by *design et al’s* International Architecture and Design competition in the U.K. She has also been recognized as a Best of Year 2017 Honoree by *Interior Design*, and by the American Society of Furniture Designers (ASFD) with 2016 and 2012 Pinnacle Award nominations.