

**High Point Showroom:** 430 N. Wrenn St., inside Yorkshire House

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**Somerset Bay: A fresh lifestyle collection**

**awash in tranquil coastal colors and updated styles**

(HIGH POINT, N.C.) – Like the treasured antiques that inspired it, Somerset Bay has a fascinating provenance.

Introduced four years ago as a collection of 12 occasional pieces in four finishes, Somerset Bay was conceived to satisfy designer demand for hand-painted reproduction furniture of impeccable quality. In four years, Somerset Bay has grown into a complete lifestyle collection that resonates with designers, retailers and consumers alike with its fresh and colorful interpretations of classical furniture styles and antiques.

This Market, Somerset Bay introduces 20 additional pieces, expanding the line to an extensive 145 items for the living room, bedroom and dining room, each available in 16 different deliciously colorful finishes. This Market’s introductions include a selection of petite chests featuring hand-painted Oriental scenes, a double pedestal dining table, bamboo seating and vintage-inspired benches.

The response to Somerset Bay has been tremendous, even in the languishing economy.

Somerset Bay marries a vivid, coastal-inspired color palette with classical aesthetics and fine handcraftsmanship. Designers and homeowners, who are thrilled to find furniture that is beautiful, current in color and design, and yet timeless and exquisitely made, are furnishing entire rooms – and even entire homes – in Somerset Bay.

“I have come to appreciate that furniture is fashion for the home,” said Michael Beaver, president of Somerset Bay. “Fashion experiments with different colors and textures. I want to translate that into furniture, creating pieces that are current but will have a timeless appeal.”

That approach is evident in Somerset Bay’s newest introductions, as well as its top-selling signature pieces.

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The new SB170 Medium Decorated Chest was inspired by an antique chest that had been painted with an Oriental motif, a process known as Japanning. The Somerset Bay version is fairly faithful to the original. But the scale has been modernized, and the finish and hand painting are done in complementary hues from the Somerset Bay color palette.

The Catalina Poster Bed updates a traditional barley twist design with a colorful, timeworn patina. The dramatic posts and canopy of the Summerland Key Bed are evocative of West Indies and plantation style furnishings, but Somerset Bay’s airy finishes soften the look.

The clean lines of the Harker’s Island Serpentine Chest contrast with just a hint of movement on the drawer fronts and apron. Traditional details include a pullout slide and antiqued ring pulls. The Indian Key Chest features exquisite hand-painted moldings and insets on the drawer fronts, side panels and apron.

Each piece in the casegoods collection is handcrafted from the finest plantation-grown mahogany and premium veneers and trim. Craftsmen use state-of-the-art techniques to produce the timeless and soft Somerset Bay patina, which is unmatched in the industry. Their skills can further be seen in the distressing, dry brushing, and antiquing that shapes the character of each piece of handcrafted furniture. A closer inspection will reveal drawers constructed of renewable, plantation-grown mahogany and made with traditional dovetail joints.

Somerset Bay’s 16 available finishes colors have a restful appeal and deliciously descriptive names, such as Key Lime Pie, Cotton Candy, Gelato, Roasted Marshmallow, Crème Brûlée, Cherry Cobbler, Apricot Tart, Blueberry Crisp and Jelly Bean Green.

Somerset Bay furnishings are available from fine furniture retailers and designers nationwide. Though each piece is handcrafted and hand finished by trained furniture artisans, orders often ship in an average of 10 to 12 weeks.

To view the entire collection, please visit www.SomersetBayHome.com. For more on new introductions and additional photography, please email Stephen Carlson (stephen@thedvggroup.com) or Amy Buchanan (amy@thedvggroup.com) or call 336-885-0202.