

HABERSHAM
AMERICAN
TREASURES

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HABERSHAM BRINGS NEW *AMERICAN TREASURES*® COLLECTION TO WINTER MARKETS

Clean, Simple Design Lines, Transitional Styles and Moderate Price Points Define New Line Offering

TOCCOA, GA (November 20, 2010) –Responding to growing demand from interior designers and homeowners seeking transitional furniture designs with simpler lines and cleaner styles, Georgia-based furniture and custom cabinetry manufacturer Habersham introduces their new *American Treasures*® collection. This collection of copyrighted designs offers a distinctly different look from the high-end company's well-established, richly detailed furniture offerings and offers case goods and occasional designs at moderate price points.

Making its debut during the **October 2010 High Point Furniture Market**, the collection will also be featured at 2011 Winter markets including **the Dallas Market Center in**

the Gallery Six Showroom, WTC 11013 and in the **deAurora Showroom, # 1871 at the Chicago Merchandise Mart.**

The initial *American Treasures* launch includes 20 copyrighted pieces ranging from curios, bookcases, armoires and occasional tables to sideboards, chests, media cabinets, dining and bedroom designs. The new pieces take their inspiration from classic styles that have been updated and simplified -- creating versatile looks that are at home in traditional or contemporary settings.

"In recent years, our trade and consumer clientele have been asking us to add designs to our line that were a bit more streamlined and simpler in style," explains Matt Eddy, president, Habersham. "With *American Treasures*, our design team has paid tribute to the American-made styles and influences that helped shape our company by reinterpreting them to create wonderful transitional designs that promise to blend seamlessly into any décor."

In addition, *American Treasures*' simpler styles and finishes, combined with recent factory innovations and improvements, have allowed Habersham to offer the new hand-styled pieces at moderate price points -- without sacrificing the quality and handwork that are the company's hallmarks.



“By adding a whole new look at a different price point, *American Treasures* makes the Habersham line even more designer –friendly,” adds Eddy. “Whether a project calls for high-end custom cabinetry, furniture and upholstery, or pieces that are more transitional in nature, our versatile designs, finishes and styles give designers a wonderful one-stop product resource. “



Like the main Habersham line, all pieces in the new *American Treasures* series are available in an extensive range of finish options. Customer can choose from the wide spectrum of textures and tones found within Habersham’s own family of hand-styled signature finishes -- each offering distinctive looks created by trained artists using a series of techniques, tools and exacting standards.

Among the designs included in the initial *American Treasures* launch include these shown (pictured top-bottom): ***Bennington Coffee Table; Classic Nightstand; Crownpoint Occasional Table; Bahama Sideboard/ Curio with Mirrored Doors; Creekside Bookcase; Aspen Cupboard.***



ABOUT HABERSHAM

Celebrating more than 38 years in business, Toccoa, Georgia-based Habersham is a leading manufacturer of custom kitchen and bath cabinetry, hand-painted and styled showpiece reproductions and original, copyrighted furniture designs. The Habersham line features a full line of fine, unique furniture designs in numerous hand-styled finish options. The company’s expansion into kitchen and bath cabinetry and other custom cabinetry options in recent years allows consumers to choose from residential furniture designs, unlimited finish options and styles, and cabinetry to create a Grand European or American Casual lifestyle look that flows throughout the entire home. For more information, visit www.habershamhome.com, call 1.800.HABERSHAM or 706.886.1476 or write: Habersham, PO Box 1209, 171 Collier Road, Toccoa, GA 30577.

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