

HABERSHAM  
**AMERICAN**  
TREASURES®

**FOR IMMEDIATE RELEASE**

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**HABERSHAM TO SHOWCASE NEWEST ADDITIONS  
TO AMERICAN TREASURES® COLLECTION AT SPRING 2011 HIGH POINT MARKET**



**TOCCOA, GA (February 21, 2011)** – Habersham will unveil the newest additions to its **American Treasures®** collection of copyrighted designs during the **April 2-7, 2011 High Point Market**. Offering a distinctly different look from the high-end company's well-established, richly detailed furniture offerings, pieces in this new collection feature clean, simple design lines and transitional styling at moderate price points. The newest styles will be showcased in **space 142 –Market Square**.

Formally launched during the October 2010 High Point Market, American Treasures™ represented Habersham's response to growing demand from interior designers and homeowners seeking transitional furniture designs with simpler lines and cleaner styles. The Spring market introductions now join many other case good and accent pieces in the collection that take their inspiration from classic styles that have been updated and simplified.

Styled by the company's trained artisans and craftsmen, the collection is defined by versatile pieces that can blend seamlessly into virtually any room design. Bringing functionality together with a more modern design sensibility, Habersham's American Treasures™ pieces combine the company's signature craftsmanship with an updated design palette.

Among the new Spring 2011 High Point Market designs in development now include *(EDITOR'S NOTE – Pieces are in final stages of production and images shown are computer renderings so final finish not exact representation)*. **Soho Hall Chest with Glass Doors (above), Soho Sideboard with Glass Doors (right), Cosmopolitan Curio/Display Cabinet (below), and Crownpoint Coffee Table (below left).**



“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,” explains Matt Eddy, president, Habersham.



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 finishes, textures and tones. Customer can choose from the wide spectrum of textures and tones found within Habersham's own family of hand-styled finishes --each offering distinctive looks created by trained artists using a series of techniques, tools and exacting standards.

#### **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, upholstery, 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](http://www.habershamhome.com), call 1.800.HABERSHAM or 706.886.1476 or write: Habersham, PO Box 1209, 171 Collier Road, Toccoa, GA 30577.

