

# caracole®

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## **FOR IMMEDIATE RELEASE**

### **CARACOLE LAUNCHES VIRTUAL MARKET TO INTRODUCE NEW SPRING 2020 COLLECTION**

Digital experience presents sophisticated new designs that draw inspiration from timeless influences to create livable luxury.

**GREENSBORO, NC MAY 7, 2020** - Despite the cancellation of Spring Market, Caracole is excited to introduce its new collection via a comprehensive Virtual Market campaign. The campaign includes all forms of digital assets to recreate the physical showroom and experience via: 360-degree virtual tours, collection video x Business of Home, Boutique drone tours, extensive editorial photography, live showroom presentations, one-on-one chats, etc.

"This season we're excited to introduce style-forward additions to the Caracole portfolios that are sure to turn heads," said Paul Seston, president of Caracole. "Dramatic yet timeless, each sophisticated look offers distinctive character while staying true to Caracole's design DNA. And, each piece is designed with an understanding of how today's consumers live and enjoy their homes."

*Caracole Classic* debuts looks drawing inspiration from the timeless beauty of 18th-century shapes and forms. By reinterpreting heritage pieces in fresh, fashionable fabrics and exquisite finishes, the resulting aesthetic is well-edited and exudes timeless sophistication. A bevy of beautiful designs in an exquisite palette of complex neutrals paired with soft pastels and touches of metallics evokes a sense of calmness while accentuating the uniqueness of each time-honored silhouette. Highlights include:



Lying in the elegant embrace of the **Dream Big Bed**, you can't help but feel ensconced in style. A gently curving headboard, with a tortoise shell acrylic inlay, and graceful profile give this upholstered bed its timeless appeal. Soft Silver Paint highlights its exquisite wood trim and draws the eye to its contemporary plinth base.



Destined to be the star of any dining space, the **Twinkle Twinkle Table** casts a remarkable glow all its own. Crafted with a magnificent metal base highlighted in a lightly brushed Tungsten finish, its silhouette bridges old and new. Designed to offer maximum flexibility, this unique table supports your choice of a 48-inch, 54-inch, or 60-inch beveled glass top featuring an angled shape.



When it's time to showcase your favorite treasures, the **Time to Reflect cabinet** has no equal. Tall and statuesque with all the right curves highlighted by Soft Silver Leaf and Soft Silver Paint, this stunning design elevates the art of display. It features two doors with three adjustable glass shelves and a center wood-framed glass shelf. A mirrored interior and LED light work together to brilliantly reflect everything inside.



Every time you see the **Just Duet sofa**, you'll remember the remarkable story behind its design inspiration. Its sumptuous seating area is bordered by a one-of-a-kind wood frame featuring carvings inspired by the patterns of a palace balcony railing in India. The layering of metal fretwork behind the wood was inspired by the dual shadow cast on the balcony by the setting sun as seen through the railing's design. This imaginative creation is also available as a chair.



The contrast of light and dark combine dramatically to create the signature look of the **Outside Interest entertainment console**. Finished in Almost White, this stunning cabinet boasts brown, frosted-glass door panels featuring a back-painted trellis pattern in Champagne Gold. Perfect for modern media display, it offers adjustable shelves, storage drawers and cord management, as well as elegantly tapered feet capped with metal ferrules.



With its good looks and thoughtful detailing, **In Good Spirits** elevates the art of entertaining. Finished in bold Bronzed Ebony, it features a Koris Coffee Stone top outlined with a pierced metal gallery in Warm Silver Metallic Paint. An open center area reveals an antique-mirrored back and glass shelf illuminated by a touch light. For storage and serving, its sophisticated character is sure to impress.

A full complement of updated traditional bedroom furnishings also debuts this spring in Caracole Classic. New looks include wood and upholstered beds and complementary chests, dressers and nightstands in both light and dark finishes. From Smoked Birdseye and Soft Silver Paint to rich tones of Mocha Walnut and Bronzed Walnut, these on-trend directions are paired with rare veneers, custom hardware, metallic touches, acrylic elements and tortoiseshell patterns to create timeless looks that breathe new life into today's well-designed bedrooms.

The *Caracole Modern* portfolio includes new looks inspired by art and architecture, with each design expressing a unique point of view brought to life in distinctive, hand-selected materials. Each intriguing form feels bold in its simplicity, yet also innately welcoming. With a nod to the industrial, black-metal window frames of turn-of-the-century factories, the collection offers streamlined silhouettes expertly crafted from an extraordinary palette of luxe materials. Influenced by artist Mondrian, many pieces reference his iconic use of geometric forms and color blocks separated by a single bold black line. Highlights include:



For connoisseurs of art and architecture, the **Repetition Wood Bed** is destined to be a favorite. Its commanding presence is comprised of a wood panel framed in Ashe Taupe outlined by a contrasting wood inlay in Zinc Oxide. Angled wrap-around sides and a plinth base in Zinc Oxide add even more character to this sophisticated adjustable-height bed.



A statement-making addition to any living space, the **Repetition Bunching Cocktail Table** effortlessly combines form and function. Its geometric silhouette is accentuated by an Ash Taupe finish complemented by a contrasting Mink Gray over its open and interior storage areas. A lift-top makes it the perfect spot for dining or working from home while a loose upholstered seat cushion creates extra seating.



Offering a mix of modern elements—fabric, rattan, wood and metal—the **Narration Chair** is the epitome of modern style. Reflecting the trend of blending organic materials in modern settings, this distinctive chair boasts a belted trim of painted rattan around its curved inside and outside back. Metal ferrules in Modern Nickel add a reflective touch to its tapered legs to complete the look.

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### **ABOUT CARACOLE AND MARKOR**

A leader in both style and quality for ten years, Caracole is a Markor company dedicated to delivering distinctive designs with high-style at an exceptional value. Known for its unique materials, rich finishes and on-trend fabrics, the whole-home furniture manufacturer offers a variety of stylish product portfolios designed to fit today's homes and lifestyles. These include Caracole Classic, Caracole Modern, Caracole Signature, Compositions, Yours Truly, and Caracole Couture Custom Upholstery. Available to both the trade and designers, Caracole shows in two locations: its new showroom in the landmark Markor Art Center at 122 N. Hamilton Street in High Point and at Atlanta's AmericasMart in Building 1, Suite 14-C-6.

Markor, founded in 1990 by Richard Feng, Chairman and CEO, owns four U.S. subsidiaries—A.R.T. Furniture, Caracole, Rowe Furniture and Jonathan Charles—and operates 10 advanced manufacturing facilities in China. The company operates five distribution brands in China (Markor Furnishings, A.R.T., Rehome, Yvvy and Zest), has more than 250 stores in China, and distributes its products to 52 countries through a large network of retail partners. Markor employs approximately 13,000 people and is listed on the Shanghai Stock Exchange. For more information, visit [caracole.com](http://caracole.com).