

Press Release – For Immediate Release

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New Furniture-quality Kitchen Line Enters Market

Englishman's Fine Furnishings introduces custom kitchen line in newly expanded furniture and accessories showroom.

Sept. 1, 2010 – Atlanta – Englishman's Fine Furnishings, makers of high-quality, European-style antique reproduction furniture, officially announced this week its new furniture-quality, custom kitchen line in a fully expanded showroom at AmericasMart Atlanta (Building 1, 11-D 2). The new kitchen line, Englishman's Kitchens & Fine Custom Cabinetry, is part of an overall showroom expansion to include a total 9,300 square feet of display space.

The former 7,500 square-foot, L-shaped showroom was augmented with an available adjacent space and remodeled into a large square that now features Englishman's new custom-kitchen design options, along with the company's signature collections of whole-house furnishings and accessories. The showroom was redesigned to provide a warm home-like feel and easy flow. Customers now enter through a new 1,800 square feet of display space with glass windows and doors that wrap around two corridors and are next to the floor's escalators. This leads to a diverse range of dining room, seating and bedroom vignettes; into the new custom kitchen, and through a garden area complete with terracotta containers, fountains and statuary.

Englishman's Kitchens & Fine Custom Cabinetry was launched based upon the company's long-standing business of building custom furniture. "We had received many requests for custom kitchens reminiscent of our English- and European-style furnishings," says Mike Howarth, owner / president. "Since other businesses in the Mart were not offering this type of built-in cabinetry, we knew it would be a good opportunity to create custom kitchens for designers and their clients." With pre-existing design services and customizable kitchen and dining furniture pieces, Howarth and his staff added high-quality countertop options and an appliance source, creating a one-stop shop for new and remodeled kitchen needs.

The kitchen line includes all components of today's kitchens such as made-to-order cabinetry, shelving, wine racks, and islands in nearly any wood. Finishes are available in mahogany, walnut, oak, burl wood, cherry, oak, and solid paints in all colors and shades. "We can handcraft the pieces in antique and traditional styles as well as transitional or distressed looks," says Anita Vreeland, Englishman's president of marketing & design. The company's artisans also can do veneering and inlaid work and incise hand-carved details. There are 20 cabinet hardware alternatives on display, and customers can request custom hardware to match their own tastes. Countertop selections encompass a large number of granite and quartzite choices with several types of edging. The showroom's new kitchen display features both a polished and a honed countertop. To top things off, most any kind of decorative oven hood can be fashioned and built.

To supply comprehensive service, Englishman's provides full design and installation for designers and their clients. "We start the process by meeting with our customers to assess their kitchen needs and wants," says Howarth. "It is recommended they share photos, plans or sketches with us, though we can provide design sketches and a wide range of customizations upon request." From there, the design team measures and quotes the cabinet job, facilitates the counter and appliance selections and their quotes, and creates a systematic approach for installation. Though, kitchen design plans are only considered complete when all the necessary furniture pieces have been determined and planned.

Englishman's staff members specialize in conceptualizing inclusive kitchens with a broad arrangement of furnishings. "Custom and standard-fitting tables, matching or eclectic chairs, bar stools with swivel seats, huntboards for serving, and hutches for storage and display of dishes are just a few of the many possibilities," says Vreeland. According to the company, the ultimate goal is to achieve kitchens for customers that result with appealing and aesthetic interior design, combined with today's modern kitchen functionality.

Part of the overall showroom expansion involved a close study of industry and market trends to uncover what customers are seeking in artful conception for homes. With an understanding of these insights, Vreeland and her team acquired and placed applicable new pieces with in-stock items into pre-planned vignettes. "We create displays that are similar to real-life settings and then accent them with accessories and décor to evoke visual interest," she says. "In the end, our customers often tell us they find our showroom displays yield great opportunities for showcasing important design considerations to their clients."

In addition to AmericasMart Atlanta, Englishman's Fine Furnishings has a showroom for trade professionals in Smyrna, Ga. The Smyrna showroom is also open to the public. To learn more, log onto www.englishmansfurniture.com.

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Notes for Editors, Reporters, Writers, and Other Members of the Media:

- *Members of the media and writers may seek supplemental information, written articles, high-resolution photos, showroom VIP tours, and advanced interviews by contacting Eberly & Collard Public Relations at the phone number and / or email address at the top of this release. Thank you in advance for your interest.*