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EJ Victor and Perennials Fabrics® Team Up to Present New Furniture Line at High Point Market

Perennials makes first foray into furniture arena with initial showing

Morganton, NC – March 22, 2017 — Luxury case goods and upholstery manufacturer [EJ Victor](#) has partnered with high-end performance fabrics leader [Perennials Fabrics®](#) for a licensed collection of fully upholstered furniture to be showcased at the Spring High Point Market. The collection, **Perennials Social**, is designed to be beautifully sophisticated and livable.

The **Perennials Social** collection is comfortably chic with a casually elegant, contemporary feel. Upholstered in select Perennials' 100% solution-dyed acrylic fabrics, the pieces are made to brilliantly stand up to life's everyday adventures without sacrificing great design and style.

"Perennials is recognized internationally as the industry leader for fabrics that have both superior quality and distinguished design, as well as performance," says John Jokinen, president and CEO of EJ Victor. "They truly are pioneers in their space and the world of design, and this endeavor is proof of that. The opportunity to collaborate with Perennials on this collection as they take this first step into the furniture realm is a unique and exciting one, and I'm positive the concept and pieces will be met with delight and enthusiasm at High Point."

The new collection consists of seven key pieces, including the Chit Chat Chair, Soiree Chaise, Soiree Ottoman, Chow Chair, Cheeky Chair, Perch Bench and Sunday Sofa. The pieces boast crisp, clean lines and rich textures, and are expertly crafted around the principles of liveability and longevity. Color palettes range from softly subtle to saturated brights.

"Debuting a furniture collection is new territory for Perennials, so we are absolutely thrilled to be partnering with the accomplished, innovative design powerhouse EJ Victor on this project," says Ann Sutherland, president of Perennials and Sutherland, LLC. "**Perennials Social** exemplifies sophistication and style, while fitting perfectly into the middle of your life – between day and night, between joy and controlled chaos. The pieces are modern and chic with the high-end luxury properties Perennials is known for, but are also meant to be "lived" with every day."

All Perennials fabrics are independently tested and certified in accordance with industry standards, including resistance to soil, water, UV radiation, tearing and abrasion. The fabrics in this collection are also bleach cleanable and feature Perennials NanoSeal™ finish for extra protection against the elements. More than just a coating, Perennials NanoSeal™ is molecularly bonded with the fibers providing long-lasting protection even after repeated washings.

The **Perennials Social** collection will be making its debut with an initial showing in the EJ Victor Showroom, 116 South Lindsay Street, High Point, North Carolina. For more details, contact info@ejvictor.com.

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About EJ Victor

EJ Victor is the furniture licensee for Ralph Lauren, kate spade new york and Kelly Wearstler. EJ Victor introduced HC 28 to the US market in April 2016. EJ Victor includes collections from Allison Paladino, Jack Phillips, Randall Tysinger, Cecilia Berber-Thayer and Sarah Kammlah. EJ Victor was founded by Edward W. Phifer III, Joseph B. Manderson and John Victor Jokinen in December 1989 to create a privately-owned company focused on manufacturing premier furniture in western North Carolina. EJ Victor has maintained this commitment and continues to value time-honored, quality construction methods as well as cutting-edge design and fashion. For more information, visit ejvictor.com.

About Perennials and Sutherland, LLC

The Perennials and Sutherland, LLC companies are icons and acknowledged leaders in the international design industry. CEO David Sutherland and President Ann Sutherland share an ingenious talent for curating the finest interior and exterior collections of luxury furniture, fabrics, rugs and accessories. Based in Dallas, Texas, the company is comprised of Sutherland Furniture®, Perennials Luxury Performance Fabrics® and David Sutherland Showrooms.

Perennials Fabrics® is recognized by interior designers and high-end retail customers as the leader in luxury performance fabrics. Perennials Fabrics® and Perennials Luxury Performance Rugs combine the look and feel of high-quality, natural materials with the superior performance properties of their genuine 100% solution-dyed acrylic fiber technology. View the full collections at perennialsfabrics.com.

Sutherland Furniture® is a world leader in luxury outdoor furniture for modern lifestyles. The company has created the preeminent furniture brand through partnerships with the world's leading designers, along with utilizing the highest quality materials. View the full collections at sutherlandfurniture.com.

David Sutherland Showrooms are full-service, multi-line showrooms which serve the professional design market in showrooms and studios across the United States. For more information and locations, visit davidsutherlandshowroom.com.