

Heritage Home Group opens headquarters

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HIGH POINT — High Point's newest corporate headquarters brings some of the best-known brands in the furniture industry under one roof.

Heritage Home Group recently completed upfitting work and has moved its entire workforce into 1925 Eastchester Drive.

The \$3 million renovation to the former showroom property gives the company a base of operations for what Heritage Home Group calls an ambitious growth strategy.

"HHG holds a rare combination in the home furnishings industry: a venerable portfolio of 10 of the industry's most beloved brands, partnerships with premier luxury designers and, perhaps most importantly, longstanding customer relationships," said president and CEO Pierre de Villemejeane.

"Our exclusive focus will be on delivering the most innovative and

inspiring products in the market to our customers. We will work tirelessly to delight our customers with best-in-class service, quality and delivery."

The headquarters entails about 300 jobs added to the local workforce, according to the High Point Economic Development Corp.

The job gains are bright spots in what had been a string of bad news in the company's formative phase.

Heritage Home Group's predecessor, Furniture Brands International, declared bankruptcy in 2013. Its struggles mirrored the decline in the furniture industry as a whole, as cheap Asian imported furniture — instead of domestically produced goods — became the preference of most retailers.

Heritage Home Group was formed by private-equity firm KPS Capital Partners to acquire the business out of bankruptcy.

Shortly after it was formed, the company announced plans to close the

Pearson Co. furniture plant in High Point and two Thomasville facilities — moves that entailed a total of 170 layoffs.

The company now is highlighting the positives of its brands: Thomasville, Lane, Broyhill, Drexel Heritage, Henredon, Hickory Chair, Maitland-Smith, Pearson, Lane Venture and La Barge.

It's marketing itself as a "world leader in designing, manufacturing, sourcing and retailing home furnishings."

Having a parent company with deep pockets gives Heritage Home Group the ability to grow, de Villemejeane said.

"HHG's access to KPS' financial resources is a tremendous competitive advantage," he said. "We intend to grow this company aggressively over the next few years, both organically and through acquisitions."

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