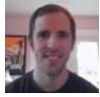


Legacy Classic rebrands as mid-priced fashion case goods supplier



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LEGACY CLASSIC | MODERN

HIGH POINT – Legacy Classic Furniture will change its name to Legacy Classic|Modern in time for the spring High Point Market. The rebrand comes with a redesigned showroom and website, which focus on the company’s product development, merchandising and marketing around modern and classic aesthetics.

“We intend to be a complete resource for modern and classic furniture in a range of aspirational lifestyles,” said Neill Robinson, president and CEO. “Having two distinct avenues of merchandising and focusing our product development around modern and classic style assortments ensures we’ll have a fully developed line in both the modern and classic categories, giving retailers a more complete offering.”

With new taglines of “Modern has a new home” and “Classic has a new look,” Legacy wants to position itself as a mid-priced fashion case goods brand.

“We believe there is white space in the middle price points for a fashion case goods brand,” said Robinson. “Since we moved our production to Vietnam, we’ve been able to offer incredible values, finishes and quality in the middle price points. We have many resources to offer as part of the Samson Marketing portfolio. Now, this new approach brings intentionality to our merchandising that allows us to tap into on-trend consumer tastes and lifestyles, styling up our line but not raising prices.”

Legacy also is changing the name of its Legacy Kids line to Legacy Kids|Teens to reflect a style aesthetic that “is more grown up.”

“Our focus is to make our youth furnishings more evergreen, both with a longer life cycle for retailers and with the kind of style and function a child won’t grow out of and that’s appropriate to move into a guest room later,” said Robinson.

Legacy has two introductions planned for High Point, both of which highlight where the company is headed design-wise. The Biscayne collection covers the modern side, while Camellia covers classic.



The Biscayne collection shows a modern look.

Robinson describes Biscayne as an organic modern look inspired by interior design trends in resort areas, which “have gone from British West Indies or Bohemian looks to a cleaner modern aesthetic with natural and mixed materials.” The collection is crafted of quartered oak veneers, featuring a blonde veneer with faux linen-wrapped drawer and door fronts and silver metal accents and tapered legs.

Camellia combines classic architectural forms with an updated two-tone finish of Vintage White on the cases with Cobble Brown tops with “lots of texture and surface dimension.”

Based in High Point, Legacy Classic|Modern supplies bedroom, dining, accent and youth furniture to retailers across the U.S., Canada and a growing number of international locations. It’s part of the Samson Marketing portfolio of brands alongside Universal, Craftmaster, Baker and Lacquer Craft Mfg., and licensing programs Rachael Ray Home and Paula Deen Home.