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## AMERICAN LEATHER CELEBRATES 20 YEARS WITH ANNIVERSARY LINE

*11 New Collections Update Popular Pieces, Debut New Designs*

**DALLAS** – October 2010 – This October at High Point, Dallas-based furniture manufacturer and design leader American Leather will introduce their new Anniversary Collection, celebrating 20 years of industry leading innovation. With 11 collections in total commemorating the company's milestone, American

Leather's showroom (Showplace, 5<sup>th</sup> Floor) will serve as a salute to the company's classic styling, innovation and quality craftsmanship.

American Leather established its roots in a 5,000 square-foot borrowed facility in Dallas, Texas in 1991 with nine employees and only a few furniture models. Today, the company boasts almost 300 employees, is headquartered in a 250,000 square-foot manufacturing facility in South Dallas, and offers more than 90 designs and collections with hundreds of cover choices. The

company's product and development teams are renowned in the furniture business for designing innovative, proprietary product that fills an unmet need in the market.

"Our company has had its unprecedented success due to the continued support of retailers and customers since the beginning," said president, Bruce Birnbach. "The 20th Anniversary Collection has been created with their needs in mind."

The special collection includes several in-line designs as well as three new contemporary collections, available as a sectional, sofa, loveseat, chair and ottoman. American Leather will also introduce two additional sofa groupings. Trends will show thick, chunky arms and substantial frames, a dedication to relaxed styling and easy, lounge seating. Colors will include a blend of "rustic chic" autumnal hues such as baked oranges and cinnamon, along with a toast to Hollywood glam in orchids, charcoals and chalky whites.

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Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit [www.americanleather.com](http://www.americanleather.com) for more information.