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JOHN MASCHERONI TO DEBUT CLASSIC CHAIR DESIGN IN AMERICAN LEATHER COLLECTION

Veteran designer continues partnership that spans 15 years.

DALLAS – *October 2011* – Renowned furniture designer John Mascheroni may have a few of his pieces in the Museum of Modern Art; and he may have some original acrylic designs from the 1960s that now sell for thousands of dollars; but he is also one of American Leather’s first contract designers to bring a collection of classic, timeless furniture designs to the line. And this October he is doing it once again.

For more than 15 years, Mascheroni has had various – and many award-winning – designs in the American Leather collection. For the October Market, he once again brings his tireless passion for classic design to a new introduction in the Marshall chair. The Marshall is a small-scale geometrical chair which incorporates tight-cushion seating, clean styling and a wooden cross-base to bring a contemporary look and feel to a timeless classic.

“Throughout his career, John has seen the industry come full circle. Yet, what has always remained constant is consumers’ penchant for clean, classic styling and design,” said Bob Duncan, CEO of American Leather. “That is what John has brought to the furniture industry for more than 50 years, and what he has always brought to the American Leather line. John, like his designs, is a true classic that will never go out of style.”

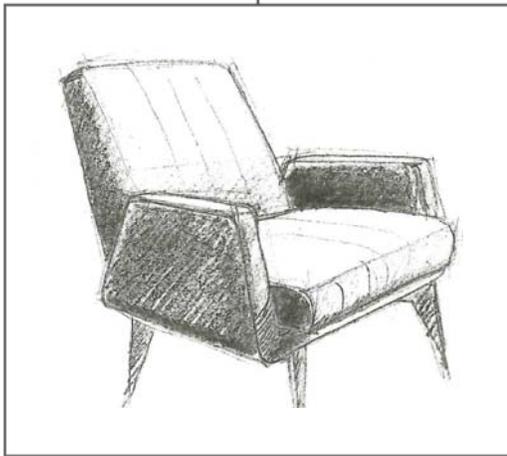
Like all of American Leather’s designs, the Marshall has been designed and built for function, style and sustainability. “American Leather has gained a wonderful reputation as a time-tested partner,” said Jessica Green, merchandising manager with American Leather. “This can be seen in not only the designs we build that last beautifully in the home for many years; but also in the relationships we have cultivated with our designers, retailers and consumers. One of our core values is partnership, and we have built an invaluable one with John Mascheroni for many years.”

Mascheroni began collaborating with American Leather in 1996 after building a worldwide reputation as one of the world’s most innovative furniture designers. He became the head of his family’s furniture design business in 1960 and continues to design pieces that carry his unique, timeless thumbprint. Mascheroni is responsible for popular collections with American Leather such as the Oak Park series.

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