



FOR IMMEDIATE RELEASE

Baker Interiors Group Debuts Baker Luxe, Featuring 90 Fashion-Inspired Furniture Introductions

*Baker's Largest Collection To-Date Embodies a Decidedly Fresh Vision for the Brand,
Encompassing New Finishes and Contemporary Furniture for Modern Living*

SAN FRANCISCO (April 2020) – Baker Interiors Group is delighted to debut Baker Luxe – a 90-piece youthful lifestyle collection imbued with an eclectic mix of 1970s modern style. Infused with new classic and unique jewelry-like silhouettes, the line – encompassing an array of case goods and upholstered pieces – was inspired by an era of icons such as Yves Saint Laurent, Halston and Warhol. Bold sculptural profiles pair effortlessly with modern forms and semiprecious materials, while staying true to Baker’s unparalleled level of quality and craftsmanship.

The smart assortment of beds, tables, seating, storage, accent pieces, and accessories embodies a simplistic essence for today’s trend-savvy lifestyles. The collection’s textile and materiality story is notable, including elegant stones and glass, metals, finishes and veneers, paints and plaster, leaf finishes, and semiprecious materials, with a bold palette of contrasting black, white and gold. Finish highlights include Elegante Firefly Marble, White Quartz, polished Arabescato marble, Bronze, Grey Murano Glass, Mother of Pearl, Selenite, Crystal, Pyrite, and more.

“We are thrilled to debut Baker Luxe, a cosmopolitan-style collection that represents our largest and boldest line to-date,” said Erica Wingo, Vice President of Merchandising and Marketing at Baker Interiors Group. “We were inspired by fashion, jewelry, art and sculpture to create these 90 designs that reflect a fresh vision for Baker, evoking a ready-to-wear approach to attainable luxury. These bold pieces are intended to serve as standout first investments, as well as welcome additions for any design enthusiast’s home.”

Baker Luxe pieces were designed as art pieces for a home – uniquely distinct from previous collections while honoring and bolstering the brand’s superior quality, legacy and refined style. Highlights include:

- **Reflection Console** – The fashion-forward Reflection Console carries on the spirit of 1970s modernism. Its disco ball-inspired design casts a stunning kaleidoscope of light.
- **Pearl Mirror** – The Pearl Mirror evokes the beauty of a classic string of pearls. It’s simple array of alabaster cabochons reflects and refracts light to create the illusion of a complete necklace.



- **Dupré Chest** – Matte white plaster forms the sculpted, spellbinding shape of the Dupré Chest. The piece is inspired by the style and beauty of a botanical arrangement.
- **Ariana Table** – The Ariana Table is like the perfect black dress: beautiful, understated and unforgettable. Available in Grey Quartz.
- **Runway Bench** – The Runway Bench is a sculptural piece with the effervescent energy of the catwalk. Its platform of bolster upholstery sits atop a solid bronze platform.
- **Freeform Cocktail Table** – The Freeform Cocktail Table is an imaginative piece inspired by modernist forms. Its surface is a pool of amorphous polished Arabescato marble.

Baker Luxe debuts today and will be available in Baker showrooms across the globe and online in Fall 2020. For more information, please visit a Baker showroom and/or connect with us on social media via [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#). #bakerfurniture

About Baker Interiors Group: Since its founding in 1890, Baker has been the hallmark of design excellence and uncompromising quality. It is distributed worldwide through a network of interior design trade showrooms and luxury home furnishings retailers. Baker Interiors Group is a wholly owned subsidiary of Samson Investment Holding Co.; it is comprised of Baker and McGuire. For further information, please visit www.bakerfurniture.com.

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