

## **LANE VENTURE DELIVERS A POWERFUL 1-2 PUNCH AT FALL MARKET, EXTENDS THE OUTDOOR EXPERIENCE WITH FIRE PITS**

*Top quality brand known for weathering the elements in style delivers high-fashion designer line as well as high quality value line – something for everyone to extend the outdoor experience*

HIGH POINT, NC – October 2014 – Lane Venture®, a registered trademark of the Heritage Home Group LLC family of brands, today unveiled three powerful new entries at the Fall High Point Market for this venerable, high-quality, outdoor brand. On a mission to bring the indoors out, the brand is reaching to upper end designers as well as value conscious consumers who are unwilling to compromise on quality. The brand tops all of this off with a compelling line of fire pits styled to blend perfectly with a variety of its best-selling outdoor collections and aimed at allowing customers to extend the outdoor entertaining season. Each of these powerful new entries, as well as the full line of Lane Venture's best sellers, can be seen in Lane Venture's exciting NEW showroom on the third floor of the historic Market Square building.

### **Lane Venture introduces a new outdoor line by designer Celerie Kemble.**

The line features a variety of different collections constructed of weather-resistant materials ranging from synthetic wicker to aluminum, impervious to outdoor elements. This eclectic mix of products and styles is designed to work as collections or mixed together. The collections include a variety of seating, dining and occasional pieces.

Commenting on her new line for Lane Venture, Celerie Kemble added, "I grew up in Palm Beach so I have the attitude that outdoor furniture is not "occasional". It needs to be comfortable, durable and beautiful because it usually resides in the most stunning backdrop of any home- outside!"

In explaining her inspiration for the new outdoor collection, Kemble further stated, "The Rafter collection (featured) is scaled for what is familiar (based upon classic "indoor" proportions) and what I feel embraces the body and fits in almost every environment. Stylistically it carries a bit of African inspiration mixed with a lot of Palm Beach and has touch of the Hamptons -- at the heart of it is what I think works elegantly and naturally."



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**“The star is a playful graphic furniture piece -- coffee table or ottoman that has all the spirit of a cartwheel.” – Celerie Kemble**



**“The draped ‘wicker’ Demi Lune table was inspired by a vintage piece I bought in Florida. I am thrilled with its ability to swish its skirt inside or out. It makes a garden room of the outdoors!” – Celerie Kemble**

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**Lane Venture introduces Essentials** -- a high quality, value-oriented line which includes a variety of collections that are constructed from high weather-resistant materials such as synthetic wicker and aluminum. Each of these groups introduces the first-time Lane Venture customer to similar qualities and constructions that parallel Lane Venture's premium products.

Lane Venture Essentials offers:

- 4 different all-weather collections to choose from: One synthetic wicker collection & three aluminum collections.
- Fabric Selections: Includes the entire assortment of Lane Venture outdoor fabrics.
- WeatherMaster Ultimate Outdoor Cushion: Features Lane Venture's exclusive outdoor cushion. The cushion is comfortable, functional, drainable and easy to clean.
- Warranty: Features the same warranty as Lane Venture premium outdoor quality products.

Ben Radoll, Vice President of Sales for Outdoor products at Heritage Home Group commented, "Lane Venture Essentials is something for everyone to get excited about. It is a line of outdoor collections from Lane Venture that adheres to the same high quality standards as the mainline Lane Venture brand while offering a slightly more affordable entry point. The fabric selections are second to none in the industry and our ultimate outdoor cushion delivers years of durability and beauty."



HALYARD COLLECTION



LA JOYA COLLECTION

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## CELERIE KEMBLE FOR LANE VENTURE - RAFTER COLLECTION



506-79 DINING ARM CHAIR  
W 26  
D 28  
H 36  
MSRP \$ 1347



9506-84 RECTANGULAR DINING TABLE  
W 85"  
D 45"  
H 30"  
MSRP \$ 3597



506-02 LOVESEAT  
W 56"  
D 37"  
H 35"  
MSRP \$3570



506-03 SOFA  
W 82"  
D 37"  
H 35"  
MSRP \$ 4197



506-09 POUF OTTOMAN  
W 14"  
D 14"  
H 18"  
MSRP \$ 747



9506-22 END TABLE  
W 24"  
D 24"  
H 20"  
MSRP \$ 747



9506-23 COCKTAIL TABLE  
W 49"  
D 25"  
H 18"  
MSRP \$1197

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CELERIE KEMBLE FOR LANE VENTURE



9508-05 STAR COCKTAIL  
W43 D41 H17



9513-06 CRESPI WAVE DEMILUNE TABLE  
W48 D25 H30

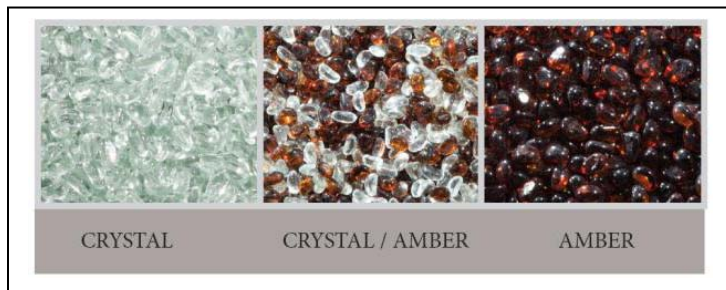


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**Lane Venture introduces a high-style line of functional fire pits** -- beckoning customers to get out and enjoy crisp early spring and late fall evenings, extending the outdoor experience further into the year. In all, Lane Venture is introducing 7 new fire pits, each is available in 36" or 42" diameter and include a fire burner with cover. They are constructed using premium aluminum tops and synthetic bases that are hand-woven to match Lane Venture's seven top selling collections. Standard features include a castered, pull-out drawer to accommodate LP tank, control dial with ignitor and three choices of glass beads. CSA certified.

Available in 7 collections:

Moorings (2 finishes)  
South Hampton  
Leeward  
Bearings  
Marcello  
Moraya Bay (2 finishes)  
St. Simons



Featured: Marcello Fire Pit  
19503-45 36" Fire Pit  
19050-00 Glass Fire Pit Screen (not shown)  
Standard cover (not shown)

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