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StyleCraft to Launch Elevated Line, HARP & FINIAL™

Industry Leader Teams Up with Jay and Christine Howard to Create High-Style Brand

SOUTHHAVEN, MISS. (Dec. 16, 2014) – [StyleCraft Home Collection](#) – home décor industry leader – announced the launch of HARP & FINIAL™ – a home décor collection curated with the fashionable, modern customer in mind – in partnership with Jay and Christine Howard, which will be unveiled at the Winter 2015 Las Vegas Market.

Comprised of five fashion-forward looks – tailored, modern, preppy, organic and global – the HARP & FINIAL collection focuses on craftsmanship and quality, while offering trendsetting style. The collection – born out of a vision of adding an elevated, lifestyle brand to parent company StyleCraft’s successful product assortment currently in the marketplace – will launch with 270 distinctive items to suit every style.

“We are always looking to align with people who bring creativity to the table,” said Jimmy Webster, president, StyleCraft, “and with Jay and Christine’s keen eye for design and detail, plus their extensive retail experience, we saw an opportunity to provide high-style products to existing and potential customers.”

The entire home décor collection, including furniture, art, mirrors, lamps and an array of accessories, will be in stock and available to order at the Winter 2015 Las Vegas Market.

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About StyleCraft

Established in 1968, The StyleCraft Home Collection has grown from a small regional lamp company to one that serves international markets through its customers’ presence across the globe, while retaining its core of independent owner-operator home furnishings customers and retail chains across America. The StyleCraft Home Collection offers Lighting, Wall Décor, Mirrors, Decorative Accessories and Decorative Furniture to our customers and maintains showrooms in Highpoint, Las Vegas, Dallas, Atlanta, and Tupelo, as well as in its new 275,000 sq. ft. office/warehouse location in Southaven, Mississippi. For more information visit: www.stylecraftonline.com

About Jay and Christine Howard

In 2005, at age 23, the Howards co-founded their first retail furniture store. Jay served as CEO and Christine as Creative Director. Through the couple’s design collaboration and keen eye for product development, the chain successfully grew to 21 stores across eight states and was ultimately sold to a private equity firm.

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