

CURREY & COMPANY



LETTER FROM ATLANTA

Volume 5, Issue 2

Spring 2012

Montauk Moroccan



Arabiah Pendant

Robert Currey's love affair with seashells has been reimagined in the new Montauk Moroccan Collection which debuts at the April High Point Market. Long known for our shell-encrusted products, Currey & Company has added a new design element to this collection — Arabesque!

The design world has embraced the exotic feel of North Africa and the Middle East. A major influence on

renewed interest is last year's reopening of the Islamic Art Department at the Metropolitan Museum in New York which includes 15 galleries of art from Arab lands.

Currey & Company design team has combined driftwood, shells, pierced metal, polished concrete, hammered metal and glass beads to create the new Montauk Moroccan Collection. Designs are intricate yet still light and airy— modern and traditional.

Small pieces of driftwood and tiny seashells are assembled by hand to form the Majorelle Mirror, named after a famous garden in Marrakesh. Sentimentality rules the Aladdin Occasional Table. The form is Moorish

but the shell pattern on the top is inspired by Sailor's Valentines which were popular during the Victorian period. They were originally believed to have been made by sailors aboard whaling ships during idle hours at sea. This is questionable, but wherever they were first made, the beauty of the shell patterns enthrall lovers of shells and antiques.



Aladdin Occasional Table

Seaside Souk



From San Marco Square in Venice to the historic FOX Theater in Atlanta, Arabesque design and architecture thrives with a universal appeal.

Pictured left:
Majorelle Mirror

Pictured right:
Casablanca Occasional Table



OUR MISSION:

TO SERVE OUR CUSTOMERS, OWNERS AND EMPLOYEES IN AN EXEMPLARY MANNER THROUGH A CULTURE WHICH ENCOURAGES ALL TO FLOURISH.

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Employee Profile — Julia Kelley

Julia loves the Dallas Mavericks, To Kill a Mockingbird, Harrison Ford, long road trips, NPR and news radio. Baking, cake decorating, traveling, running, and playing pranks also top her favorite things list. What is there not to love about Julia? She is smart, creative, lovable and “goofy.” She is simply, our Jewel!

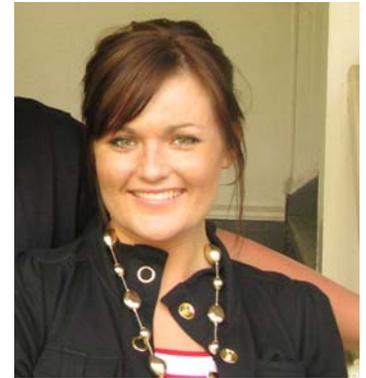
Julia Kelley grew up in Paris, Texas, and then in 2004 moved to Athens, GA. She

has only lived in the Atlanta area for about a year, and has been at Currey & Company since July 2011. It did not take long for us to fall in love with her! At Currey & Company Julia runs the allocation report, generates orders to the warehouse, tracks shipping records and helps with inventory discrepancies. Most of all, she loves her co-workers and appreciates our Education Program.

Julia has her BS in Public Re-

lations/Marketing from Brigham Young University in Idaho. She looks forward to pursuing another undergraduate degree in Secondary Education. Undoubtedly, she will be the coolest teacher!

By the way, her most favorite thing—mowing lawns! For a fee, she will gladly do yours! Call 678.533.1500 for an appointment, and help support her dream of one day becoming a beach bum!



Julia Kelly
Currey's Expeditor

Atlanta 5K Color Run

On an overcast Saturday morning, 16 Currey & Company employees and their Fearless Color Warrior Brownlee, met at Piedmont Park for the Atlanta Color Run, along with 10,000 of their closest friends! The Color Run, which benefitted Children's Healthcare of Atlanta, was a 5k color explosion! Each kilometer of the 5k



Mimi Umstead & Lauren Gold

enjoy a photo-op after the race.

event was associated with a designated color. So, when we hit the kilometer color zones, we were blitzed by a “magical” color dust, which resembled a powdered chalk or paint. At the 1k mile marker, we turned yellow; at the 2k point green, at the 3k zone purple was added to the mix, then pink and at long last

“THE MOST
RIDICULOUS THING I
HAVE EVER DONE, YET
SO GLAD I DID!”

Mimi Umstead

Design Blogger's Conference—2012

The Crystal Ballroom in the Biltmore Hotel was the dramatic setting for the 2nd Design Blogger's Conference in Los Angeles. The hotel's 1920's decor and architecture was the perfect venue for 350 interior designers, bloggers, magazine editors and home furnishings manufacturers. Currey & Company

sponsored this very important event by creating the stage set using Currey products. Creative Director, Cecil Adams, designed the stage which exuded the glitz and glamour of old Hollywood. The opportunity to have so many designer eyes on our products proved to be a great success. The response

was extremely positive and a bit overwhelming.

Currey was well represented at the conference by Cecil Adams, Andrea Combet and Bethanne Matari. An after-party was held at Grace Home Furnishings & was attended by Bob Ulrich, Susan Svirbulis and DBC attendees.



Currey designed stage set
Biltmore Hotel, Los Angeles

Reps' Corner — Bob Ulrich “Good Luck Selling!”

Spring has sprung! What a spring it has been! After a mild winter we have rolled right into spring with more blossoms and record high temperatures than I can ever remember. Our parking lot looks like a yellow dust storm of pollen when you drive through it.

Spring has also sprung for our company. We have had a strong start to the year in all phases of our business; sales, shipping & production

have never been better. Our staff and representatives are performing at a very high level. I don't have the complete quarter results yet, but it is sure to be a record quarter for the company. Our focus now turns to High Point and delivering the best market we can for our customers with a variety of new products and new product categories; including rugs & semi-flush mount ceiling fixtures. While many things

remain the same we also must deal with change. I have struggled with the loss of our friend and colleague, Bob Craig. Filling his shoes has been difficult. Instead of trying to find one of his equal, I have decided to deploy three reps to cover the state. Florida will now be covered by Rip Nance Jr., Vivi Mira-Culmer & Joy Hawkins-Dill.

We have a chance to have a record year & it will only happen if each of us embrace the opportunities that are before us!



Bob Ulrich
VP Sales & Marketing

Color Run Was FUN!



Lindsay, Priscilla, Jesse, Tina, Maryanne, Catherine, Cknekah, Amber and Brownlee

. . . . a color extravaganza greeted us at the festive 5k finish line. Colorful powder paint clouds hovered over the park; dancing, music and a very colorful Currey crew left the park doused in color—and then, presumably, headed straight for a shower!

Pictured right: Cknekah Moore with son, Devon at the Color Run Finale



“I HAD A GREAT TIME AT THE COLOR RUN. THIS EVENT FAR EXCEEDED MY EXPECTATIONS. I'D LOVE TO DO IT AGAIN!!”

Catherine Roper

New Product Category — Hand Made Rugs

After two years of design and development, Currey & Company is proud to introduce a rug collection at the April High Point Market. The initial collection consists of eight designs available in 6' x 9', 8' x 10', 9' x 12' and 10' x 12'.

Cecil Adams provided guid-

ance and expertise in the creation of this collection. This new category gives our customers a complete floor to ceiling shopping experience.

Inspired by historical and tribal designs, rugs are knotted by hand of high-quality New Zealand wool blend. Subtle colorations are creat-

ed with Swiss dyes. Meticulous craftsmanship ensures that our rugs will last decades. Pleasant irregularities are innate in all hand made rugs and give authenticity to each piece. Embrace your tactile sense and add the warmth of a hand-knotted rug to your environment.



Khyber Rug

To create and fulfill the desire for distinctive home furnishings.

LETTER FROM ATLANTA

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Upcoming Shows

- High Point—High Point Market
April 21-26, 2012
- Las Vegas — HD Expo
May 15-17, 2012
- Chicago—NeoCon
June 11-13, 2012
- Dallas Total Home Market
June 20-26, 2012
- Atlanta Gift Market
July 11-18, 2012

Contributors to this issue:

Cecil Adams
Brownlee Currey
Lauren Gold
Julia Kelley
Bethanne Matari-Editor
Bob Ulrich



Cheers to Grace Home Furnishings for hosting a party in their beautiful Brentwood showroom for attendees of the 2012 Design Blogger's Conference in LA. Pictured here: Susan Svrbulis, Amy S. Mills & Roger Stoker with Grace Home, Andrea Combet and Bob Ulrich.

WE ARE ON THE WEB
www.curreyandcompany.com



Message From Our President — Brownlee Currey



Brownlee Currey
President

2012 is off to an exciting start here at Currey & Company. There are lots of good things happening, and a couple in particular I would like to mention.

Much improved winter shows made for a fine beginning to the year. Both Atlanta and Dallas were well attended and improved significantly from January of last year. This in and of itself was pretty good news.

From January on business has picked up speed. During February and March we started hearing from our customers, something really

exciting: that they were feeling better and that business is picking up. And did we have that in stock? Because they are ready for merchandise right now. Fortunately, we are in a fine stocking position and have been able to ship quickly.

A few years ago I recall having a conversation about when might this recession end. And the best answer I got was that it will be over, when people feel comfortable enough to spend their money again. Are we there? Is this the moment? I don't really know the answer, but I do know that those people

feeling better sure kept us busy during February and March.

Now here we are, on the cusp of what promises to be the best attended High Point Market in years. Everyone that you talk to is upbeat. Customers tell us enthusiastically that they are coming. The hotels are predicted to be full. And if High Point Market delivers on that promise, we will be yet again our favorite flavor of busy.

I for one can't wait to get to market and find out.