

Biltmore, Encore, and Sarreid Partner For Home Furnishings

08/31/09

By: Business Leader

ASHEVILLE, N.C. - A partnership between Biltmore™ and Encore, distributed by Sarreid, Ltd., will introduce a stunning collection of home furnishings and accessories from Biltmore in replica this October. The first collection is named "Gentleman's Pursuits" and includes striking accent and occasional home furnishings inspired by historic Biltmore House. Constructed in 1895 by George Vanderbilt in the Blue Ridge Mountains of NC, Biltmore House is considered to be America's Largest Home® and is furnished with the original collection Vanderbilt procured in his world travels.

Encore, launched in 2008, specializes in the fine crafting of high-end furniture and accessories. The venture is headed by Stelvio Guglielmi, Gerry Paglinawan and David Pemberton, all formerly of Theodore Alexander.

Encore is distributed in North America by Sarreid, Ltd. With over 40 years of proven excellence, Sarreid's home offices are located in Wilson, NC, with sourcing from Vietnam, India and China. Sarreid operates two showrooms with over 30,000 square feet of display space. The Encore showroom is located at 301 N. Hamilton Street in High Point, NC.

Located in Asheville, North Carolina, Biltmore was the vision of George W. Vanderbilt, who first opened Biltmore House to family and friends on Christmas Eve 1895. Designed by Richard Morris Hunt, America's largest home is a 250-room French Renaissance chateau, exhibiting the Vanderbilt family's original collection of furnishings, art and antiques. Biltmore estate encompasses more than 8,000 acres including renowned gardens designed by Frederick Law Olmsted, the father of American landscape architecture.

Today, Biltmore has grown to include the award-winning Biltmore Winery, four-star Inn on Biltmore Estate®, Equestrian Center, Outdoor Center, five restaurants, event and meeting venues and Biltmore? For Your Home, the company's licensed products division.

Current Biltmore™ For Your Home licensees include Amarr Garage Doors, Anderson Hardwood Floors, Artaisance, Austin, Belk, Capel, Cottage Gardens, ELK Lighting, Ellington Fans, Executive Kitchens, Fisher Farms, Greenleaf Nursery, Habersham, Habersham Feathers, Larson-Juhl, Manual Woodworkers & Weavers, Moulding Associates, Netherland Bulb, Oriental Accent, Premier Mantels, Ridgeway Clock Company, ShadeTree Canopies, Southern Living House Plans, Sterling Designs, Unique Stone, and Vita Food Products.