

Biltmore launches partnership with Encore

'Gentleman's Pursuits' will debut in October

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Biltmore has partnered with Encore to introduce a collection of home furnishings and accessories inspired by **North Carolina's Biltmore House**. Encore, launched in 2008, specializes in the fine crafting of high-end furniture and accessories and is distributed in North America by **Sarreid, Ltd.**

The first collection, Gentleman's Pursuits, will debut this October.

"Finally home design aficionados may incorporate the impressive style of George Vanderbilt's 19th century estate by bringing these classic designs to life for today's homeowners," said Tim Rosebrock, vice president and general manager of Biltmore's Licensed Products Division. "Encore has launched a business based upon precision craftsmanship and manufacturing excellence. We are delighted to offer these reproductions to discriminating home décor retailers and professionals across the nation."

The venture is headed by Stelvio Guglielmi, Gerry Paglinawan and David Pemberton, all formerly of Theodore Alexander.

"Authentically reproducing the unique pieces found in Biltmore House is truly an amazing endeavor," said Guglielmi. "Our craftspeople bring a wealth of knowledge and old-world skill to their work and our state of the art facilities ensure quick delivery, the highest level of quality control, and excellent pricing for furniture of this caliber."



Sarreid's home offices are located in Wilson, N.C., with sourcing from Vietnam, India and China. The company operates two showrooms with over 30,000 square feet of display space. The Encore showroom is located at 301 N. Hamilton St. in High Point.

Constructed in 1895 by George Vanderbilt in the Blue Ridge Mountains of North Carolina, Biltmore House is considered to be America's largest home and is furnished with the original collection Vanderbilt procured in his world travels. Current Biltmore For Your Home licensees include Amarr Garage Doors, Anderson Hardwood Floors, Artaissance, 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.