



# SOUTHERN SKY HOME

Contact: Dawn Brinson  
The Media Matters, Inc.  
336.956.2488

[dbrinson@themediamatters.com](mailto:dbrinson@themediamatters.com)

## Furniture Industry Executive Bill Grace Debuts New Company at High Point Market

**October 12, 2016, Woodstock, GA**—Although he’s been an industry fixture for years, Bill Grace feels like the new kid on the block at this fall’s High Point Market. That is because Grace is bringing a new company, [Southern Sky Home](#), to High Point for the first time. The company serves as a lifestyle home furnishings resource, with a mix of design styles and unique items. They will exhibit their collections at the Suites at Market Square, space T516. A ribbon-cutting ceremony on XXX at XXX time will kick off the company’s inaugural market.

“Our core styles have their roots in classic design, updated for today’s consumer,” says Grace, the company’s owner and president. “We believe in showcasing the beautiful wood grain, and having unique finishes that enhance the aesthetic value of our pieces.”

Southern Sky Home offers high-quality designs with on-trend details in casegoods for the dining, occasional, bedroom, and storage categories. According to Grace, the company will showcase two new collections at the October Market: an urban farmhouse collection, and a mid-Century collection “with a twist.” In the latter case, look for herringbone designs in the wood and other interesting wood details.

Each of the collections includes bedroom furniture, coffee tables, console tables, dining benches, chairs and tables, end and accent tables, media cabinets, and sideboards. Buyers can choose to have pieces made with or without metal accents. Other customization options include choosing from nearly a dozen different finishes, some of which are brand-new to market.



*Bill Grace, owner and president, Southern Sky Home*

Personalization of the product is a hallmark of the company. “You can really create your own exclusive lineup,” Grace says. “Compared to most other resources, we have low order quantities. Often you’ll find companies requiring a minimum of 100 pieces, but we can do 15 of an item. If you want to tweak your pieces, we can do it.”

Grace says that 90 percent of his products are made of mango wood — a hardwood that’s easy to work with. Look for carving details that provide interest in door fronts, for example. The company’s furniture also uses sheesham, an Indian hardwood similar to rosewood that is typical in Indian furniture, and acacia wood. The company’s products are designed domestically and produced in “very close collaboration” with our factories.

Southern Sky Home is based outside of Atlanta in Woodstock, GA and has its warehouse in Hickory, NC.

Grace has been in the furniture industry for much of his career. He led the merchandising program at Home Decorators Collection, was senior director of merchandising for Ballard Designs, and was vice president of merchandising for Storehouse. Most recently, Grace has worked as a consultant specializing in the furniture industry, on both the wholesale and retail sides.

### **About Southern Sky Home**

Southern Sky Home offers case goods in dining, occasional, bedroom and storage in classic design with on-trend detailing. With an emphasis on quality design, materials and craftsmanship, the company sells direct container or via their warehouse to retailers with customization choices in materials and finishes. The company can be found online at [southernskyhome.com](http://southernskyhome.com) and on [Instagram](#) and [Pinterest](#).