

## PRESS RELEASE - JUNE 18TH 2013

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### **Bradshaw Kirchofer Brings Custom, Handcrafted Furniture Design Direct to Consumers**

#### *New Website Lets Shoppers Specify Size, Dimensions, Color, Finish and More*

(Torrance, Calif. – June 18, 2013) – Bradshaw Kirchofer, makes handcrafted furniture, inspired by their British heritage, announces today the launch of its new website, which provides ready-to-ship and new custom ordering options for do-it-yourself customers seeking to inject character and charm into any living space.

The new style offerings include a soft palette of 21 colors to choose from, and just the right amounts of artisan-applied craftsmanship for a lightly distressed, care-worn look reminiscent of English classics. Through the new website, customers can also tailor size and dimensions, hardware and other special requirements, such as traditional glass knobs, custom colors and pocket or wrap-around doors.

Made-to-order furniture can take weeks, if not months, to ship. For those in the market for handcrafted furniture-- fast, Bradshaw Kirchofer now also offers a ready-to-ship collection of bestselling furniture designs that can be shipped in an estimated two weeks.

"We used to work exclusively with designers to craft beautiful, tailored living spaces," said Marketing Manager Lisa Faulkner. "By expanding our order options to include direct-to-consumer service, and by refining our color palette and finishes, we embrace the past, celebrate the present and craft furniture built with charm and character to last a lifetime."

With a style grounded in English roots, designers at Bradshaw Kirchofer use traditional woodworking techniques to create sturdy reproductions of European vintage furniture that can withstand the wear and tear of daily life.

Each piece is handmade in the U.S. by trained artisans using high quality, solid pine. A refined selection of 21 specialty paints and finishes are applied by hand using a five-step finishing process to achieve the signature Bradshaw Kirchofer style, leaving your living space with a rich, weathered feel.

"Based on two decades of collaboration with top designers in the home décor space, we've narrowed our custom style options to what looks most beautiful for each piece," said Faulkner. "Our new website features quality furniture consumers want, without sacrificing the integrity of our design philosophy."

More information about Bradshaw Kirchofer: <http://www.bradshawkirchofer.com/>

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#### **About Bradshaw Kirchofer**

Bradshaw Kirchofer (<http://bradshawkirchofer.com/>) makes handmade furniture, inspired by their British heritage, the company based in Torrance, Calif. The Bradshaw Kirchofer family moved from England to the U.S. in 1961, bringing with them a love of English antiques, particularly pine furniture from British, vintage farmhouses. Today, the company honors this aesthetic through a variety of luxury furniture collections for living rooms, bedrooms, kitchens, office spaces, children's rooms and more.