



For Immediate Release

JLA Home to Debut Exclusive Martha Stewart 2019 Ready to Assemble Furniture, Lighting and Wall Décor Line at the Spring High Point Market

High Point, N.C., February 27, 2019 – JLA Home is excited to announce a new collaboration with Sequential Brands Group, Inc. (NASDAQ: SQBG) to launch a Martha Stewart Ready to Assemble furniture, lighting and wall décor line at the Spring High Point Market.

Home to popular brands such as Madison Park and Ink+Ivy, JLA is proud to collaborate and design quality home and lifestyle goods that stay true to the everyday comforts that the Martha Stewart brand exudes. High Point Market attendees from April 6 to April 10 will receive a first look at the launch of Martha Stewart’s Ready to Assemble furniture, lighting and wall décor line, uniquely created by JLA. The line will introduce the Bedford and Perry St. collections, each committed to enhancing the home and highlighting farmhouse and urban lifestyles respectively.

“Having Martha Stewart as part of our brand strategy gives us a product with a household name that consumers at all levels can identify. She has a highly successful brand that has grown tremendously throughout the years,” said Jim Telleys, senior vice president at JLA Home.

Inspired by Martha’s very own country farmhouse, the Bedford collection incorporates details from the outdoors to the home. Functional and practical, this lifestyle embraces neutral color palettes, which act as the perfect backdrop to four seasons of color.

The Perry St. collection approaches urban lifestyle with a focus on high materials in a clean and modern take. Designed with precision and luxury in mind, this collection celebrates the balance of efficient, yet glamorous lifestyle that defines city life.

“The retail buyer will be able to see the opportunity and value that the Martha Stewart brand represents at JLA and at retail,” said Telleys, who also mentioned that product will be stocked at both the Georgia and California facilities.

Guests are invited to get the first glimpse of this entire collaboration—explore and discover the products in person, located at the historical post office building:

Ollix Design Center
100 East Green Dr.,
High Point, NC 27260

Guests are welcome to share their thoughts and join the conversation on social media with #JLAxMartha



About JLA Home:

JLA Home is a globally integrated company specializing in home furnishing solutions, with a diverse array of products ranging from bedding, home accents, furniture and more. With several product divisions overseeing the design process from development to execution, JLA is dedicated to offering the finest in quality, comfort, and innovation. Carrying lifestyle brands such as Natori and Woolrich, as well as private label brands such as Madison Park and INK+IVY, JLA Home continues to maintain a customer-focused approach that provides solutions for every type of lifestyle.

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About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 94 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on Martha Stewart as a source of useful "how-to" information for all aspects of everyday living - cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, healthy living, holidays, weddings, and pet care. The Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (NASDAQ:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories, which includes the Martha Stewart media and merchandising properties. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.