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HOME

DESIGN & DECOR



High Cotton Home is a State of Mind

By Page Leggett

Rodney Hines' South End showroom offers affordable elegance that's also heavy on comfort

Rodney Hines doesn't want anyone to be fooled by the name of his South End furniture store. Its moniker, High Cotton, refers to the feeling of being surrounded by luxury.

And luxury, he says, does *not* mean expensive.

"High cotton" is an old Southern phrase – and Hines is a good Southern boy with a classic drawl to prove it – that originated in the cotton-farming communities across the South. When the cotton was high, business was good.

But you needn't have a "high cotton" budget to afford High Cotton. "You can get a sofa here – I mean, a *really* high-end, beautifully made, durable sofa – for under \$2,000," Hines says.

The showroom is big and airy and never overcrowded with merchandise. It's easy to maneuver around the store without feeling overwhelmed. Drop in to shop for a specific item – a lamp, a bed, a sideboard – or come in for consultation about a whole room. Or your whole house or apartment.

"We have a staff like no other," Hines says. "Our head of design, Eric Ennis, is just brilliant." Ennis – or any of the staff – can help clients design an entire room. But you don't have to go whole hog, to borrow another Southern expression. "Our designers can help you come up with a long-term vision for your living room, bedroom, dining room, what-have-you," Hines says. "We have computer programs to show you the furniture layout of each room you design. You might walk out with a sofa after your first visit and then fill in the rest of it over time."

Don't be fooled by the size of the High Cotton showroom. While it's meant to be sizable without being overwhelming, there are hundreds – even thousands – more options than what you'll find in the store. There are dozens of finishes for the case goods – the dressers, dining tables, chests and beds – and oodles of fabric choices. "Our showroom just demonstrates what we have," Hines says. "The options are limitless once we start looking at all the variations available."

And *limitless* is not hyperbole. Hines is proud to carry prestigious, well-crafted Vanguard furniture. Through Vanguard's "Make it Yours" program, there are literally 15 million ways to customize a bedroom to your liking. Choose your piece, the base you want, the "face" you want (bamboo, grass cloth, Greek key,



mod, classic, and more), the hardware (lion's head, art deco, bail pull), hardware finish (brass, bronze, nickel), hardware placement, and wood finish – from gold leaf to a distressed look. There are so many choices that Hines says you can consider each piece a one-of-a-kind.

High Cotton can offer clients full-service design capabilities, too. "We work with some of the area's best contractors, painters, wallpaper hangers, and more," Hines says. "We can put you in touch with the right folks or arrange it all for you."

Hines is in perpetual motion and loves being based in Charlotte's most bustling area. "We're in the fastest-growing area of the city, thanks to the light rail," he says. "We love being right in the thick of things and love that South End has become a retail destination."

Don't make the mistake of thinking High Cotton equals high prices. Hines prides himself on carrying pieces of great style, quality, and most of all, comfort. "Our homes are our havens," he says. "Why would you not want your home to be as welcoming as it can be? At High Cotton, we are all about affordable, comfortable living." ♦

Take it from Rodney Hines: You can live on a budget and still live in high cotton. Visit High Cotton Home at 2137 South Blvd. Learn more at www.highcottonhomecompany.com or call 704-335-1220.

