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Sweet Elle Furniture Announces Rebranding to Charming Cupboard Co

(Gardena, CA, August 13, 2018) – Charming Cupboard Co, formerly known as Sweet Elle Furniture underwent a corporate rebranding. The rebranding consisted of: a new corporate brand name, a new logo, and a new focus for the company. Completing the execution, the company revealed its new name as Charming Cupboard Co along with the logo image of a woodcarver, indicative of the company’s handcrafted wooden furniture techniques.

The rebranding reflects the company’s movement towards more moveable kitchen furniture parts. Charming Cupboard Co’s rebranding further enables the company to stand out in the local furniture market.

Founder and Designer of Charming Cupboard Co, Lisa Faulkner said:

“We would like our clients and customers to know of our British heritage and how our designs and techniques reflect those traditions.

Our furniture has a story and a rich aesthetic to bring charm and character to our customers’ homes.

‘Charming Cupboard Co’ is a testament to our new focus and the new work we are doing as a team and as a company.”

About Charming Cupboard Co

Based in Gardena, CA, Charming Cupboard Co makes handmade furniture inspired by their British Heritage. Lisa Faulkner, Owner and Primary Designer grew up surrounded by a family making English Chesterfield Sofas for over 30 years. Today, the company honors this aesthetic and tradition through a variety of furniture collections for kitchens and dining rooms.

Visit our [website](#) to begin exploring Charming Cupboard Co’s redefined website.

You can also connect with Charming Cupboard Co on [Instagram](#).