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Big Lots buys Broyhill



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Big Lots is the company that ultimately bought the right to use the Broyhill name, according to trademark records.



The brand was bought by Authentic Brands Group for \$38.5 million in a bankruptcy auction in October from Heritage Home Group, along with the Drexel, Henredon and Thomasville brands, but Authentic Brands announced in November it had sold the Broyhill brand to a U.S. based retailer it did not identify.

Shortly after, Big Lots took over the Broyhill trademarks, according to U.S Patent and Trademark Office documents.

Big Lots has not publicly announced that it now owns the Broyhill brand.

Officials with Big Lots did not respond to requests for comment on Monday.

Big Lots had bid \$38 million at auction for the brands that Authentic Brands bought.

The purchase of the Broyhill brand lines up with Big Lots' long-term goals, said Jerry Epperson, a leading furniture expert and managing director of the investment banking firm Mann,

Armistead and Epperson Ltd. Big Lots has been searching for its own identity after years of selling others' brands.

"They've been looking for something that was a brand they could call their own," Epperson said.

Still, he was surprised to hear the Broyhill brand changed hands.

"I didn't realize it was being shopped around," Epperson said.

But if one brand were to be sold, he

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said, Broyhill makes sense. The brand is distinctly different than Drexel, Thomasville and Henredon, he said. Broyhill was known for high quality at a reasonable price, while the others were often known for their high quality and high prices.

Epperson said the purchase by Big Lots could be good for the Broyhill name since it's a big company with a lot of resources and a lot of stores to get the Broyhill name back on top.

He expects the Broyhill name will be on many products now, even mattresses.

"I'm sure it's going to be put on anything (in) home furnishing," he said.

Big Lots may sell Broyhill-branded furniture in-house for a while but may eventually sell it in other, non-competing stores, Epperson speculated.

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